COUNCIL MEMBERSHIP DIRECTOR TRAINING

- How to Conduct A Membership Drive
Congratulations and “Thank you” for accepting one of the most important portfolios in our Council – the Council Membership Director. We feel you are just the man for the job!
I appreciate your confidence Brother John, but now that I have the job, what am I supposed to do?
Fortunately, the Supreme website has many of the tools you will need at [www.kofc.org](http://www.kofc.org) and they have a training module entitled “Council Membership Chairman - How to Succeed” I will also teach you how to train your council membership team, the team who will be helping you!.
You mean I get to have a team to work with? I don’t have to do this on my own??
That’s right, Brother Paul. Every member is expected to be membership active 24/7. Additionally, we don’t expect our Directors to be working alone. We are all in this together so we will help you find two or three Brothers to assist you in building our council.
That is what membership growth is all about. If we don’t continue to evangelize in our communities and build the council with new members, men with fresh ideas and commitment to our Church, then our Council will begin to deteriorate and die. Every Council needs new men in order to grow our Church!
The Supreme Council has an initiative called “MEMBERSHIP 365”. As the name implies, we need to be membership active 365 days of the year. With all members working together, every council is challenged to find at least one new member each month.

So let’s get down to training your team, which is why we are here.
First, let me show you this short video on leadership which offers a few tips on how to develop a better team.

NEED WIFI ACCESS:
http://www.youtube.com/watch?v=jwxrsngEJDw
How to Conduct a Membership Drive Training -

Thank you for attending today’s training, Brothers. Grand Knight John has taken the time to train me so that I can train you to be an effective council membership team. Yes, we are a team, so we will be working together. You were selected because we felt you would be good recruiters. So let’s begin with “What makes you an effective recruiter?”
What Makes an Effective Recruiter?

An Effective Recruiter:

• Has a sound knowledge of his council and their activities
• Has knowledge about the Order
• Has a basic understanding of our insurance programs
• Knows who to contact locally as a membership resource
• Is prepared with appropriate brochures, information
• Is willing to meet people
• Keeps an open mind
What Makes an Effective Recruiter?

• Be willing to listen, to learn and to share
• Be yourself and be prepared to speak from your heart! Tell them what the Knights of Columbus means to YOU.
• Tell them what inspired YOU to belong to the Order.
• Tell them how membership in the Order has benefitted YOU and YOUR family.
• Tell them why YOU believe you want THEM to belong with you to the BEST, CATHOLIC LAY ORGANIZATION IN THE WORLD!!
Now that you know what makes an effective Recruiter, in order for you to do your job more efficiently it is my responsibility as Council Membership Director to ensure you are properly trained.

Here are some of the things you need to know.
MEMBERSHIP TEAM TRAINING
includes:

✓ What is the Knights of Columbus?
✓ 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
Who are the Knights of Columbus?

Founded in 1882 by Venerable Father Michael J. McGivney, The Knights of Columbus is an organization deeply rooted in the catholic faith that is based on Charity, Unity, Fraternalism and Patriotism with many great benefits for both the member and all of his family.
Knights of Columbus Councils

Each local council evaluates the needs of their community and implements those programs and activities that are most needed in their area. The Knights of Columbus Service Program activities are designed to engage the council members in various activities across a host of categories:

- Church
- Community
- Council
- Family
- Culture of Life
- Youth
BENEFITS of membership - 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
In order for us to grow, we will have to promote at least TWO Church Membership Drives each year. It is important we do at least two. Normally, the first is for planting the seed, it is the second drive where we reap the harvest.

Let’s look at the steps involved in conducting a successful Church Membership Drive beginning with this activity:
Brainstorming Activity

PMI

– What are the **PLUSES** of conducting a membership campaign

– What are the **MINUSES** of conducting a membership campaign

– What are the **INTERESTING** aspects of conducting a membership campaign

• Use a flipchart to capture every comment/idea and review them. What is the conclusion??
PHASE 1 PREPARATION:
8 WEEKS PRIOR TO FIRST DEGREE
- Get Approval of Pastor
- Book your Field Agent
- Set First Degree date
- Train your Membership Team

PHASE 2 EXECUTION:
3 WEEKS PRIOR TO FIRST DEGREE
- Conduct the Church Drive
- Get Names and phone numbers of Prospects

PHASE 3 FOLLOW UP:
2 DAYS AFTER PHASE 3
- MUST make PERSONAL contact with prospects

PHASE 4 OPEN HOUSE –
5 to 7 DAYS FOLLOWING PHASE 3
(2 weeks prior to First Degree)
- conduct Orientation of Prospects
- Following Open House, ADMISSIONS COMMITTEE MUST interview new prospects within two weeks

PHASE 5: CONDUCT FIRST DEGREE
- Offer new candidate a ride
- Consider your Council Chaplain as Class Patron

CHANCELLOR TO INTRODUCE NEW MEMBER TO HIS DIRECTOR and ASSIGN HIM A MENTOR
It is important to note that we want to ensure we have at least TWO Church Membership Drives each year at a time that works best for the council. The membership material used for the drive is available from Supreme and includes pamphlets, brochures and training material.

If we are going to do Church Membership Drives, we need to know how to write a pulpit address. If we have time, we’ll practice writing a few of our own.
Tips for Writing a Pulpit Address –

• Be concise and brief
• Be clear
• Focus on the benefits to the family
• Avoid using too many numbers
• Speak to what the wife will want to hear, we are a family organization
• Speak with pride about the Order and your Council
• Mention only a few programs that your council or the Order does well. Don’t bore the listener with too many facts and figures.

WORK IN PAIRS, PRACTICE WRITING A PULPIT ADDRESS
• SAMPLE PULPIT ADDRESS.ppt
Brother Paul, I have a question. What is it we are supposed to say when we meet a new prospect??

I’m glad you asked. Let’s take a look at an approach that has proven to be very successful in getting that prospect to an Open House or a two on one, two on two visit with him and his wife.
The wrong question: “You don’t want to join the Knights of Columbus do you?”

A BETTER question:
“Has anyone ever talked to you about belonging to the Knights of Columbus?”
An even BETTER question:

“Has anyone ever had the opportunity to sit with you and your wife to let you know about what the Knights of Columbus can do for you and your family?”

• Now that we know a better question, it’s exercise time…
EXERCISE

LET’S TAKE A MOMENT WORKING IN PAIRS, TO ASK EACH OTHER THE BETTER QUESTION. LISTEN TO THE CHALLENGES PRESENTED, AND THEN SEE IF THERE ARE WAYS IN WHICH WE CAN MINIMIZE THE CHALLENGES AND ADDRESS THE CONCERNS OF THE PROSPECT AND HIS WIFE.

The goal is to get a name and phone number on a Prospect card so we can follow up and meet with the prospect and his wife at a time that is mutually agreeable.
ON THE DAY OF THE CHURCH DRIVE

Recruiters should carry with them:

• A sound knowledge of the product he is selling, the Knights of Columbus (see “How Do We Recruit?”)

• A Council history or brochure of council activities (taken from SP7 – Columbian Award Application).

• Prospect cards: 921A and 921

• “Did You Know” flyer: #1267

• Member/Spouse Fraternal Benefit flyer : #2773

• Form #100 – Membership Document

• Pencils for Prospect cards
How to Approach a Prospect!

- Dress appropriately – jacket, tie, name badge and clean shoes;
- Introduce yourself – first and last name – to the prospect AND his wife if she is present;
- Smile and be friendly. You only have 15 seconds to make a good first impression and first impressions sometimes last a lifetime.
How to Approach a Prospect!

• Ensure you are carrying: Form 100, Prospect cards, pens and pencils as a backup.
• Present the prospect with your literature, in particular the Fraternal Benefits flyer.
• At every opportunity, invite your Field Agent to join you.
So WHERE are our new members going to come from???

We are going to make PROSPECT LISTS and target the following groups:

- Members Friends
- Men’s Club
- Former Members
- Inactive Members
- Out of State Members
- Church Ministries
- Catholic Men Societies
- Lectors
- Choir
- Altar Society
- Ushers
- Men in the pews!
ROLE OF THE ADMISSIONS COMMITTEE -

- The FS of the Council is responsible to order Admission Committee Questionnaire form 391 from Supreme.

- The Council CHANCELLOR is the Chairman of the Admissions Committee.
It is extremely important that all council officers understand the purpose of the Admission Committee. TO:

- a) Inform the new member of the workings of the Order, both at the international and local levels.
- b) Determine the interests of new candidates for subsequent involvement in council activities.
- c) Establish the candidate’s practical Catholicity.
ADMISSIONS COMMITTEE cont’d:

• The committee shall take the following actions and:
  • Determine the Catholicity of the candidate. It is suggested that the council chaplain meet the candidates and that their pastors be consulted.
  • Present the candidate with a brief history of the Order, at the international and local levels, including programs and activities.
  • Inform the candidate of what membership can do for him.
  • Use the Admission Committee Questionnaire (#391) to determine the candidate’s interests and encourage his involvement in the council’s service program.

SEE PAGE 29 OF “GRAND KNIGHT’S HANDBOOK FOR ADDITIONAL DETAILS.”
The Admissions Committee Interview should take place following the Open House or, if conditions present, can be conducted privately during the Open House.
THE OPEN HOUSE

The follow up to the Church Drive is the Open House and it should be scheduled within a week of the Drive.

• Ensure the entire family is invited to attend.
• Provide non-alcoholic beverages and/or light snack.
• Show the “Membership Flipchart” or “Experience of a Lifetime” video.
• Invite the Field Agent to speak
THE OPEN HOUSE

• Invite other members to participate and encourage them to wear appropriate attire and to sit with your guests.

• Have a short agenda (60 minutes or less) – speakers could include the Pastor, District Deputy and Grand Knight.

• Your main speaker should be your Field Agent. He can close the deal.

• Have Form 100’s placed on the table. At the conclusion of the agenda ask “Can we help you fill out our registration form?”

• Your members in attendance can take a lead role in filling out the Form 100 at this time.
So Team, what else should we know about??

Let’s look at some of the material Supreme provides to us as we go through the Church Drive Kit together.
Membership Growth

 Recruiting new members is essential to the continued growth and well-being of your council and the Order. Offering a man membership in the Knights of Columbus gives him the opportunity to improve his own life and his community. Membership allows him to experience the fraternal bond that Knights share while growing closer to his family and faith.

Supreme Knight on Membership, June 2010
We are all on the same team. If you need my help as the Council Membership Director, please ask. I am here for you. Together, we will be successful!!

In truth, there are far too many brochures to put in this presentation so I brought some with me that we will review now. If we need more, the Financial Secretary will re-order, the council only needs to pay for shipping.

I hope you feel a bit more comfortable about taking on this important role within our council.

To be successful recruiters we need to continue learning. Make www.kofc.org your internet homepage to learn about this great Order!
REVIEW

• With the program we have just reviewed, let’s look at an unsuccessful approach and then a successful one.
• List some of the challenges we encounter as recruiters.
• As a group, let’s come up with some better ways to handle these challenges.
• What works for you as a recruiter?
• With what you have just learned, how many members can you recruit this year?
…so …I WILL have a successful membership drive and grow my council!!!

• ..\..\..\..\My Videos\RealPlayer Downloads\Motivational video Change your mind in just 2.50 mins - YouTube1.mp4

OR YOU TUBE (need wifi access):
http://www.youtube.com/watch?v=BdK6DCAwhIQ
The last thing I have to say is that to bring them in, we have to ask them. ...

...SO LET’S GO ASK THEM!!