



Recruitment Strategies



How to Conduct a Recruitment Invitation Program

The membership recruitment invitation is a tool for making initial contact with Knights of Columbus prospects. It is effective when used in tandem with personal follow-up that stresses the fraternal and family benefits of membership in the Order.

- Obtain the council's prospect list.
- Order a supply of Membership Invitations (#2599) and envelopes from Supply Department or design your own invitation.
- Address an invitation to each prospect and his family, personally signed by the grand knight.
- Contact each prospect within one week of the mailing to arrange a home visit by the membership committee or your recruitment team.
- View the productions *Experience of a Lifetime* or *Recruitment Flip Chart* or use Flip Chart/Binder (#889, #889A).
- Review promotional materials with prospect/wife – “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (#4496), “What this organization stands for...” booklet (#4495), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), *Columbia* magazine, council newsletters, etc.
- **ASK THE PROSPECT TO JOIN.** Assist him in completing his Membership Document (#100) and collect fees.
- Ensure a prompt initiation. Inform the candidate of dates for the Admission committee interview and the First Degree.
- Complete proposer duties:
 - Accompany your prospect to the Admission Committee interview, First Degree, council meetings;
 - Introduce the prospect and family to council members;
 - See that the prospect is assigned to committees/programs of interest;
 - Encourage prospect to complete Second/Third degrees. Accompany him to exemplifications.