Goal Setting & Monthly Reporting

* Make your recruiting target a goal that is front and center and have a plan with monthly or quarterly targets.
* Membership/recruiting should be an agenda item in every meeting and celebrate the successes. Encourage dialogue and brainstorming of ideas.
* “No Report” is not an acceptable Membership Report. If there are no new members a discussion of prospects and how you can leverage upcoming events for recruiting.
* Recruiting focus should not be just about hitting quota for “Star Award.” The emphasis should be on the future of the council and growing the councils’ ability to increase support for the parish and charity.
* Don’t stop recruiting new members once you hit your quota. Membership growth has a social network effect. New brothers typically have new networks of friends that fuel future growth.

Recruiting Responsibilities & Participants

* Make sure that you chose a Membership Director that is passionate about recruiting. Don’t just put a name on Form 365 to fill the spot. This position is as important or more important than some elected officer roles.
* Consider forming a membership committee that is led by the Membership Director. This is even more important if your council serves multiple churches.
* Make it clear to all council members that recruiting isn’t just the responsibility of the Grand Knight and/or Membership Director.
* Provide incentives to encourage recruiting (prizes, certificates, verbal recognition, etc.)

Finding Prospects

* Develop a prospect list that everyone can add and update.
* Challenge your members to do 1x1 recruiting and the need to be persistent. THIS IS THE MOST EFFECTIVE WAY TO RECRUIT NEW BROTHERS.
* Plan and execute Delta Church Drives.
* Take advantage of parish ministry fairs that are promoted by your parish Pastor.
* Invite prospects to social meetings where they can meet brothers and you can talk to them about what the Knights of Columbus are about and what your council does. See if you can get them to join on-line at the meeting.
* Talk to pastors to get their help in getting the recruiting message out and to identify prospects.
* Leverage brothers who are ushers to help identify prospects.
* Pursue local priests who are not Knights.
* Ethnic round tables can be fertile grounds to identify and recruit new brothers. Many churches are offering Spanish Masses and a Hispanic Round table could be effective.
* Talk at other men’s groups in the parish (cross-pollinate).
* Financial Benefits Nights/events can be used as recruiting events.

Finding Prospects (continued)

* Sign-up prospects “on the spot” using the on-line process and by bringing tablets, laptops, or phones to your recruiting events.
* Use recruiting business cards with contact information, council number, QR code and website address to promote online membership.
* Attend new parishioner meetings and see if you can say a few words about the Knights of Columbus.
* Consider brothers’ sons and other family members as potential prospects.
* “Reach out” to inactive members and if they want to become more active and if so, they can potentially help recruiting with their network of friends.
* Talk at youth group meetings about what the Knights and consider offer “free” membership while they are in college.
* Brothers should go beyond their immediate circle of friends. Invite men they meet at parish and community events.

Council Visibility

* Increase visibility in parish by speaking at Masses.
* Advertise your Knights of Columbus council at sponsored events.
* Work with your parishes to have a Knights of Columbus section in the Church bulletin. List council accomplishments in the bulletin and include a QR code to join online.
* Include a recruiting section in email parish bulletins with a link to join online.
* Leverage all events at parishes as recruiting opportunities (picnics, trunk or treats, pancake breakfasts, pasta dinners, comedy nights, etc.). Assign a brother to focus on scouting new prospects. Have a manned table with information about the Knights of Columbus and recruiting cards. If they are ready to join, have a tablet or laptop on the table.
* Update council website with information on Knights’ activities, benefits to becoming a Knight and how to become a Knight (link to online process).
* Wear Knights of Columbus shirts at all parish events.
* Use social media (council or parish account) to encourage joining and communicate successes.
* Purchase and use a banner and use it at all events and maybe in your Church gathering space.
* Consider having the Knights attend Baptisms to give the family a Crucifix purchased by the council. This increases visibility for younger men.

Other Considerations

* Schedule CUF degrees and recruit to the scheduled dates. Don’t wait to have new members.
* Once you have recruits get them quickly through a live or on-line CUF degree within one month.
* When recruiting younger prospects with children, de-emphasize attending meetings since that may be difficult for them to do at this point in their lives. Focus on them getting involved in a “passion” project that can add value to your council. Younger generations are often interested in activities where they can have an impact.