

Filled with the Holy Spirit, the first Apostles went out, two by two. Like them, we are not alone – we are supported by our brother Knights.

Use this simple guide to initiate and renew a culture of invitation in your state, council and own personal life.



Identifying People To Ask

The first step to extending the invitation is to identify someone to ask. The first and simplest place to start is with men in the pews. Men who regularly attend Mass are prime candidates to become Knights of Columbus. Even if you've asked someone a while ago, try again. Consider attending a different Sunday Mass than you normally do. You might see men you've never asked to join or talked to about the Knights.

Another place to identify prospective Knights is among your friends and family. Sometimes we assume these men already know we're Knights, so if they wanted to join they would tell us. But that's not how it works! We should invite them first, not wait for them to ask.

Finally, think about your coworkers and other acquaintances. Perhaps you've noticed in subtle ways that some are Catholic—someone who has a rosary hanging from his rearview mirror, or another who mentions he's going to a relative's First Communion. Ask them! Even if they wouldn't be a member of your council, let them know they can join online and then transfer to a council.

HOW TO INVITE SOMEONE

Use conversation starters like these to begin your invitation:

Hi, my name is [NAME]. I've seen you and your family at Mass, and I want to invite you to join our council. I think you'd be a great addition to our council and I think you and your family would really benefit too. Can I help you complete the online application right now?

Our council is looking for strong Catholic men who want to grow in their faith and give back to the community. You'd be a great addition to our team. How about we fill out an online application to get started?

Be prepared to talk about any of the following areas that might align with the prospective member's interests. It may be helpful to speak from your personal experience, but remember that the conversation should center on what the prospective member is interested in.

Charity

- “ Would you like to learn more about how we...
- Help promote a culture of life
 - Provide warmth to children in need
 - Support persecuted Christians...”

Faith Formation

- “ When I put Christ at the center of my life, everything changed...”
- “We've recently launched *Cor*, a series of in-person gatherings that form and strengthen men in faith and virtue. Would you like to learn more about it?”

Catholic Finance

- “ Blessed Michael McGivney founded the Knights as a Catholic fraternal benefit society to protect Catholic families financially. Today, we offer...”
- “As a fraternal benefit society centered on Christ and charity, we use the surplus from our insurance and other business activities to make a big charitable impact – while helping members draw closer to Christ...”

Remember to end with a call to action :

- Visit our website
- Join us at our next event
- Complete a prospect card to receive more information

Visit these important sites and share them with potential members so they can learn more about our mission.

kofc.org/learnmore | kofc.org/join | kofc.org/faithinaction

HOW TO INVITE SOMEONE

Overcoming Objections

Sometimes when we ask a man to join the Knights of Columbus, he has reasons to hesitate. We should be prepared to discuss them. Below are common objections along with responses that have proven effective to help overcome them:

“ I don’t have time.

- ▶ Being a Knight isn’t about attending things. It’s about living out your commitment to being the man God has called you to be. I’ve found that being with the Knights at whatever events I’m able to attend helps me become that man. The first step is joining, and we can do that right now.
- ▶ I understand. Being a Knight isn’t a huge time commitment, though. Very few men can attend everything. But even with as little as 24 hours a year – that’s only two hours a month – you can make a huge impact as a Knight of Columbus.

“ I don’t want to be away from my family.

Your time is valuable, especially if you have a young family! Father McGivney cared deeply for families, and I believe following his example helps Knights become better husbands and fathers.

- ▶ If you find that your time at council activities isn’t doing that, then yes, please prioritize your time at home. However, I’ve discovered that time invested in the Knights is time invested in my marriage, my family and my own growth as a disciple of Jesus Christ.
- ▶ Our council does many activities involving the whole family, such as faith formation, service opportunities and even social events. [Be as specific as possible with what your council does].

“ Knights of Columbus is for older men – there’s no one my age in the council.

- ▶ This may be true. But the only way to continue our Founder’s mission is if younger men like you join. We need your perspective so our council and the Order can continue to evolve and meet today’s needs. Will you join us and invite a friend to come with you?
- ▶ When the Knights first began, Father McGivney was only 28 years old. The men he gathered were in their 30s and 40s, all working men and young fathers. Our legacy is to be a young family man’s organization – you can help us write that next chapter!

“ I’m already a member of a different Catholic/men’s organization.

- ▶ That’s wonderful – thank you for being involved in that ministry! Many of our members are also part of it. We want Knights who strive to be fully engaged in the life of the Church, in whatever ways they feel called to. It sounds like you’re doing just that and can bring a wonderfully fresh perspective to our council, as well.
- ▶ It’s great that you have other ways to be involved in different aspects of the Church. Knights of Columbus offers both spiritual and financial benefits. As a member you gain access to these. (See Fraternal Benefits on page 10.)



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