

Rhode Island State Council Knights of Columbus



MEMBERSHIP NEWSLETTER

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DEDICATED TO
*making a
difference*
AND BUILDING A
FUTURE



March 2007

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State Chaplain:

Fr. Joseph Paquette

State Secretary:

Stephen Ciolfi (Peg)

State Treasurer:

John Marcello (Marge)

State Advocate:

James Gilcreast (Mary)

State Warden:

Peter Lentini (Janet)

Immediate Past State

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State Program Director:

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Thomas O'Malley

Bob DeMello (Pat)

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ORDERWIDE MEMBERSHIP BLITZ II

It's time once again for an all out recruitment **BLITZ!** Councils have seen the success that comes with conducting a **BLITZ** before, and it's time to reach out to as many prospects as possible during March's "Recruitment Madness".

The Supreme Council has identified the weekend of March 24 – 25 as **BLITZ II**. While this weekend is deemed ideal because it falls just before the 125th Anniversary of the founding of Our Order, it does not have to be limited to the two days. Many of our Brother Councils have already conducted their **BLITZ**. Others have one scheduled in the following weeks, and into the first of April. What is important is to conduct a **BLITZ** when the timing is right for your council and your parish.

WHAT YOUR COUNCIL NEEDS FOR A BLITZ

To assist your council in conducting a recruitment **BLITZ**, here is a quick guide to what every council might need to have on hand for a membership **BLITZ**:

PROSPECT CARDS

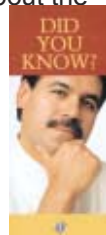
These 3"X 5" cards help councils collect the contact information on prospects in a very unobtrusive manner. They serve as a great recruitment tools to place in pews before Mass, having prospects complete them, and then collecting them after Mass.



#921A

DID YOU KNOW? FLYER

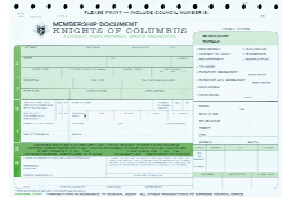
This flyer details 24 interesting facts about the Knights of Columbus. From the creation of the \$20 million "Knights of Columbus Vicarius Christi" fund for the Holy Father, to providing the entire budget of the Natural Family Planning offices of the U.S. and Canadian Bishops, the Knights of Columbus is the epitome of charity and being a member is being a part of all that the Knights do.



#1267

MEMBERSHIP DOCUMENTS

This is what it is all about: getting those prospects to sign up and join you as brother Knights. Next stop — the First Degree, and then your prospects and their families can start being active within the council and in the Order as a whole.



Form #100

THE GREATNESS OF A MAN FLYER

This flyer gives a quick overview of the Knights of Columbus, explaining how the Order was created to unite men in their faith and help them in times of need, as well as how the Knights offers many opportunities to grow in service to their faith, community, family, and youth.



#4496

FAITH-BASED RECRUITMENT FLYER

explains how prospects and their families can use their membership in the Order to strengthen both their personal faith and thereby assist in strengthening the Church. #4497

CONDUCTING THE BLITZ!

The **BLITZ** is an all-out council effort to canvass an entire local parish on one weekend and then initiate the new members two weeks later. Here are the Five Phases to conducting a successful **BLITZ** Program

PHASE 1: THE PREPARATION

This phase begins with the council obtaining the pastor's permission to conduct a **BLITZ** during a specific time that is targeted and to get the event advertised in the bulletin. This is also a great time to get the priest onboard with the council as a membership recruitment assistant.

The next portion of this phase is to order recruitment materials from the Supreme Council Supply Department, allowing 4 to 5 weeks for the materials to be shipped to the council. After the materials are ordered the council needs to begin lining up members to assist with the **BLITZ**.

Be sure to inform your insurance representative about the recruitment **BLITZ**; remember, he is a

professional salesman.

PHASE 2: THE EXECUTION

On the day of the event, post teams of two or three Knights at each Church door before each

Mass to distribute flyers, Prospect Cards (#921A), and pencils to each man as they enter the church. With the pastor's permission, arrange for a membership recruitment

announcement to be made during Mass by either the priest or by the council's Grand Knight (or Membership Director), explaining the Order and encouraging men to complete the Prospect Cards, and turn them in as they leave the church. Read a letter of support, if possible, from the State Council, (or Bishop), or use a sample Pulpit Announcement (#2678) available from the Supreme Council Supply Department.

After Mass, have Knights on hand to answer any questions and to collect prospect referral cards as men leave with their families. Be sure to turn them into the council membership director.

PHASE 3: THE FOLLOW-UP

Within 48 hours, personal contact must be made with every prospect that you collected during the second phase. Be sure to inform these prospects that you will be conducting an informational seminar and give them the date, location and time.

Offer transportation if that is a limitation and be sure to invite the prospect's family so they can see the benefits that they receive as a family member of the Knights of Columbus.

PHASE 4: THE ORIENTATION

This phase begins with organization. Nobody is going to want to join the Order if your informational session seems unplanned or disorganized. Be sure to have plenty of recruitment brochures about the Order and your council on hand for prospects and their families.

Request that your council's chaplain start the event with a prayer and some words about the Order and its mission. Councils may wish to show one of the informative videos available from the Supreme Council. The council should make the requirements for

membership known to those assembled and then offer each prospect a Membership Document (Form #100) to fill out before the event's conclusion.

Have Knights on hand to assist prospects in completing these forms. Conclude the event with some light refreshments and inform the candidates of the date of the next First Degree.

PHASE 5: THE FIRST DEGREE

This phase must be held no more than two weeks after your informational session.

Be sure to contact the candidates to remind them of the degree date and ensure they have transportation to the location.

Be sure to order new member Degree Certificates (Form #2920) from the Supreme Council Supply Department as a fitting way to recognize your new Knights.

After the degree is over, don't let the new First Degree Knights leave without getting them involved and explaining the **Shining Armor Award**.

SHINING ARMOR AWARD

Usually reserved for new members during their 1st year of membership, this prestigious award is open to all Rhode



Island Knights during this Columbian year. Requirements are:

- Attend at least 3 Business Meetings
- Participate in 3 Service Programs
- Meet with Insurance Agent
- Recruit a New Member
- Receive 2nd & 3rd Degrees

KEYS TO SUCCESS

Build a Prospect List, establish a First Degree Team, and **Just Ask!**

WHO ARE YOUR PROSPECTIVE MEMBERS

Once you answer this question it will be easier to determine the best way to go about recruiting them. One of the best ways to focus your recruitment efforts is to put together a list of prospects. Here are some ways to add names to your council's list of potential members:

- Approach local pastors to obtain their

parish's rosters.

• Obtain a listing of former council members from your financial secretary or the Supreme Council's Department of Fraternal Services.

• Order a zip code listing of inactive insurance members and former members in your council from the Supreme Council Department of Fraternal Services. Requests for these listings should be submitted through your state deputy.

• Consider active parishioners — ushers, choir members, lectors, etc.

• Put priests, deacons and seminarians on your council's prospect list.

• List co-workers, neighbors and friends.

• Contact local police and fire departments to obtain names of eligible civil servants.

• Include 18-year-old Squires, high school graduates and college students.

• Add fathers, sons, brothers, nephews, cousins, in-laws, grandfathers and grandsons.

Encourage all members at council meetings to complete a Prospect Referral Card (#921) available at no charge from the Supply Department. Completed cards should then be given to the membership director for follow-up. Once the list is completed, divide it up and get to work recruiting.

FOUNDERS DAY

On Founder's Day this March 29th, we will begin a yearlong commemoration of the 125th anniversary of the Knights of Columbus. As we celebrate the legacy of Father McGivney and the contributions of our brother Knights since 1882, we also prepare for an even greater future as we live out the vision of our founder. The 125th anniversary of the realization of Father McGivney's dream is a cause for celebration. Councils throughout the Order are urged to observe this day — among their own members and with the community at large — as a reminder of what the Knights of Columbus has accomplished in the past 125 years, the ideals of the Order, and their own local achievements.

The "In Solidarity With Our Priests" certificate (#4362) is the perfect item to present priests with during your Founder's Day activities.