

# Recruitment with Knight Vision

**A monthly newsletter intended to provide recruiting guidance and membership growth success.**

*As we continue to grow the Order we must always be mindful of the impact we have on others, our Brothers and their families. We need to take seriously the fact that we can affect the lives of others both positively and negatively. How we welcome a family, how we interact with them, how we get them involved within the life of our Council can impact directly on their involvement within the Church. If we include new families and make them feel welcome, if we make their experience with the Knights of Columbus a pleasant one, they will enjoy more positive relationships with fellow parishioners. If however we make their experience a negative one, not only will we never see them again in the life of the council, but the Pastor risks losing them also. We certainly don't want that to happen. We must all do everything we can to make a new member and his family feel a welcome part of our family.*

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## ***"There is no one else to ask!!!"***

This seems to have become the battle cry of many distraught Knights and I have to ask "Why"? Is it true, or have our members simply given up asking? Or is it because no one has ever trained them on HOW to ask? Let me give you an example of a recent experience. I will change the names and places to protect the innocent.

Earlier in October, I spent a week in one of my jurisdictions travelling with the State Deputy and company to conduct regional seminars. At one small, rural community, we stopped for lunch. While paying the bill following our meal, I couldn't help but comment on the nametag of the cashier. It was obvious to me his name came from the Bible. So I asked, "Are you Catholic?" He replied with a smile that he was. I said, "We are Knights of Columbus" to which he responded with a blank stare. So I tried a different approach, "do you have a Catholic church in town?" "Oh, yes", he proudly replied with a smile, "St. Anne's!" Again I informed him we are Knights of Columbus and when he once again returned a blank stare I asked, "Have you ever heard of the Knights of Columbus?" "No", was his response. So I asked the State Deputy whether or not there was a council in the town. Turns out there are TWO parishes across the street from one another that serve one council. How is it then that this man who attends Mass, has never heard of us? And didn't I hear at a seminar only the evening before that "there is no one else to ask?" Yet here I am, standing in a restaurant, talking with a practicing Catholic who has no idea of who the Knights of Columbus are or what we are. We have become the best kept secret in our communities and as such, are now invisible in many.

During the month of October, we had a great opportunity to tell our story at every parish within the boundaries of our Order through the **Fall Membership Driver**. A Membership Drive in each parish is intended to give the parishioners a better understanding of what the Knights of Columbus is, as an organization and what is done in their parish and community. It is the time to fire up the men within the parish with a well delivered message that touches the heart of every man, women and young person.

Our mission is to provide opportunity for ourselves and others to more effectively evangelize. That's how we advertise and market ourselves, by our examples of true Christian spirit.

There are many opportunities for us to be examples of a unified and charitable group of men along with our families. Wear shirts, jackets, lapel pins, stick the emblem of the Order on your car, on the front door of your home. These things show pride and unity among the Brothers. Be noticed at charitable fundraisers, community activities by always being the best you can be.

Drop a hint or two and soon you will have them asking about what you were referring to. While setting up tables and chairs for example drop the line, "it's too bad you weren't a Knight so that you could take advantage of our free accidental death benefit..." and then stop talking. A chair or two later he'll be asking "what free insurance", and the door has been opened to invite him to belong. Don't miss these opportunities!

### **The Knight Visionary says for November:-**

**In November:** Call on the prospects identified during your Membership drive. Make personal visits with prospect and spouse, conduct open houses or information nights. Hold two first degrees events for new prospects. Then get them through all degrees.

B. Dan O'Hara, PSD

Supreme Membership and Program Consultant

