

Recruitment with Knight Vision

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

WE NEED TO BE MEMBERSHIP ACTIVE 365 DAYS EACH YEAR: Many of us will remember from our childhood, the famous Aesop Fable of the Tortoise and the Hare. The two of them were to race against each other after the hare kept teasing the tortoise that he was so fast, he didn't have to start to race until the tortoise was nearly at the finish line. He was confident that there was nothing the tortoise could do to beat him. So the tortoise accepted the challenge and as you well know, the rest of the story is history. The slowly plodding tortoise went on to beat the hare who left everything until the last minute...and then ran out of time. The moral of this fable is "slowly does it every time." So how does your council line up? Is your council like the hare who waits until the last quarter of the year to become membership active and then loses the race? Or is your council a tortoise that plans, prepares, plods along each and every month and at the end, wins the race? There is much wisdom in this fable, wisdom we could all benefit from in order to grow our councils. The moral of this message is that "being membership active 365 days each year is what will make us succeed!" With October already upon us, let us begin "plodding" with our first church drive of the year this month and continue to look for new members each and everyday of the year. If your council focuses on bringing in a minimum of one new member each month, you can't help but be winners!!

ARE YOU READY FOR THE OCTOBER CHURCH DRIVE???

- Yes, it's that time of year again and by now, all councils should have ordered their membership material from Supreme:
http://www.kofc.org/un/en/membership/strategies/membership_blitz.html
- The MEMBERSHIP KIT can be ordered directly through the link as well:
<http://www.kofc.org/un/en/resources/membership/blitzform.pdf>
- EVERY Council should familiarize themselves with the information on membership growth found at this link:
<http://www.kofc.org/un/en/membership/index.html>
- See what the Supreme Councils offers as membership incentives to all proposers through the VIP Club:
<http://www.kofc.org/un/en/resources/membership/vip.pdf>
- Learn about the REAL TANGIBLE BENEFITS of membership in the Order that you should be talking to a prospect and his family about:
http://www.kofc.org/un/en/membership/strategies/membership_benefits.html

These are only a few of the tools that are available to help you reach your membership targets. But one of the best tools you can have is a WINNING, POSITIVE ATTITUDE!! Be positive you will succeed; be positive about the future of your council; be positive about the good works of the Order and be positive about the success of your council.

The Knight Visionary says in October:

Prepare for the October Church Drive. Develop a pulpit announcement, council brochure and schedule several members to help with this event. Report the results to your DD immediately after the drive.

Continue to call and contact former and inactive insurance members. Get a list of members from your state membership director or field agent. You may also email Karen.Wilson@kofc.org

Conduct an information night soon after the Drive or divide into two man teams and visit each prospect.

Schedule one first degree each month to get all members initiated.

B, Dan O'Hara, PSD, Membership and Program Consultant, Supreme Council