

BLITZ ACTION PLAN

1/03/2007

This is a step-by-step time line to help organize a successful membership drive.

You must get the Pastor's permission. Start out the meeting by asking how the Knights can help his Parish (take notes). Then try to get multiple date options to prevent conflicts with other activities.

Review dates for Weekend Blitz, Open House and 1st Degree with Field Agent, G.K. and Membership Dir. Notify Degree Team Leader. Confirm room for 1st Degree and Open House. Email to State for distribution. Degree and Open House should be within 2 weeks after the Blitz.

8 WEEKS PRIOR

Have FS order materials (DVD/ Brochures/ Form 100's).
Set the date for the Blitz with the pastor.

4 WEEKS PRIOR

Select Team Captains for each Mass. Give them rosters to call Knights for assistance.

Give announcement to Parish office. It should be in the Bulletin 3 and 2 weeks prior to Blitz. Tell office about flyer that needs to go in bulletin weekend before Blitz. Find out how many flyers you will need.

3 WEEKS PRIOR

Print flyers. Remind Pastor about the Blitz weekend and ensure you have approval to speak at the end of each Mass. It is critical for the pastor to say a few words of support after your speech. Sample speeches are in the Grand Knight Training Manual.

2 WEEKS PRIOR

Give flyers to Parish office to put in the parish bulletin the week before the blitz. If they will stuff – great; if not, have a team ready to stuff.

Re-email state with invitation to other Councils and State Officers to each event. Re-confirm room for 1st Degree and Open House.

Call Mass Team Captains and confirm they have enough volunteers.

DAY OF BLITZ

Volunteers meet 30 minutes prior to each mass. Explain the following procedure.

PROCEDURE FOR BLITZ VOLUNTEERS

Our focus is getting names and phone numbers more so than completing form 100's. Certainly if they want to join, let's get the form 100 completed.

A minimum of 6 Knights are needed in the back of Church after each Mass. Each should show up 30 minutes before Mass for training. Their job after Mass is to talk to Non-Knights and get names and telephone numbers. Position these gentlemen staggered right in the way of the people exiting the Church.

Allow room for them to exit but be able to look the non-knights straight in the eye as they leave. Each Knight should have a stack of pamphlets and a pen and index cards to collect names and phone numbers.

Approach Men after Mass outside each exit – 2 options.

Option 1

With Brochure in hand and arm extended ready to give to a gentleman, “Would you like some information on the Knights of Columbus?” If yes while handing the brochure to the gentleman, say “well then can I get your name and phone number and invite you to our next open house?” Write down the name and phone number on a card.

Its okay to have the question written on a card for the volunteers. Give each one a stack of 3x5 index cards and a pen.

Option 2

a. Are you a Knight?

b. Can we invite you and your family to our next open house?

Then ask the prospect for their name and phone number.

Its okay to have the questions written on a card for volunteers.

Give each one a stack of 3x5 index cards and pen.

1 DAY AFTER BLITZ

Blitz Team calls all prospects (even prospects from old lists) and invites families to Open House.

Write a script for Team if necessary to use when calling.

AT THE OPEN HOUSE

Free food (even if its cookies). Have pens and Form 100's on each table.

Brief Intro

Show DVD

Discuss Fun Council activities and Cool projects.

Field Agent comments

Short Close. Ask Prospects to join. Give date or dates of next 1st Degree.

DAY AFTER OPEN HOUSE

Re-call prospects who were supposed to attend open house but did not. Invite them to the 1st Degree.

You will have to arrange a time to get a signed form 100 so all applicants can be voted on at the next business meeting.

Send or email Blitz results to DD. How many prospect cards, transfers, reactivations and signed form 100's.

ONE OR TWO DAYS PRIOR TO 1ST DEGREE

Re-call prospects (get a commitment) confirm date, time and location of ceremony. Invite anyone with a signed form 100.

1ST DEGREE

If attendance is too low, schedule another degree and get your calling team back together.

VARIATIONS

Have an Open House after each Mass instead of or in addition to your regular open house. This is more work but you will be rewarded.

It's optional to put date and time of Open House in Bulletin and Flyer. If you are having it after each Mass, it's probably mandatory to list the times in the Bulletin and Flyer.

Free food (Spaghetti Dinner) will dramatically boost family attendance at Open House.

There are many rewarding activities in the Knights. A well-run membership drive has to be near the top of the list. So, go forth, recruit and have fun.