

***Action Plan for Recruiting Success in Nebraska for Fraternal Year
2008-09***

Actions necessary to succeed and reach the Circle of Honor goal:

Conduct at least one first degree each month.

Create, promote and develop exposure for the council and its activities.

Conduct an active Church Drive: plan, prepare, proceed and profit from your effort. *Order-wide Blitz set for March 28 and 29, 2009.*

Set monthly goals, break yearly goals down into monthly goals and the overall goal will seem more achievable.

Must have the parish priest involved; to help identify candidates, promote the council and its works and support the works of the council.

Lead by example

Involve and have frequent contact with the parish administration. Ask them to provide you with names of all new parishioners and anyone who they hear about that may be interested in membership in our Order.

Establish a membership team in each council. Find the right persons to perform this function, such as salesmen, knowledgeable members, members well know in the parish and community. Those with the desire to achieve goals.

Promote the Shining Armor Award. One of the accomplishments to achieve this recognition is to recruit one new member.

Do some advertising; local paper with community interest articles, upcoming events in church bulletin, have posters placed at church. Ask for a small section of your church bulletin for upcoming events and "Did you know" information. Do a council brochure and make it available to all parishioners.

Be visible, be an example. Wear the emblem of our Order, have the emblem on your vehicle, front door of your home.

Publicity of all your events, show that you are an active council with opportunity for everyone to be involved in doing volunteer work.

Invite prospects and families to council social events. Always have membership material available and never be hesitant to ask someone to join the Knights of Columbus.

Recognize recruiters; at meetings, with promotional items, through the “Very Important Proposer” program and in council bulletin.

In certain cases, under the rule that no mention of the Order’s ceremonials will occur, prospects may attend an open meeting. This should not however, become common practice as the Order does require that all members have a current membership card in their possession to attend a business meeting.

Call or visit all former and inactive insurance members to invite them back to the Order.

January 11, 2009