



# Membership

## Recruitment Best Practices

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**Make a personal appeal.** There is no one-size-fits-all approach. We have to understand the needs of each young Catholic, and have a different approach for each group. One way to do this is by using affinity group marketing. That is to say, choosing people from your membership team(s) who have something in common with the prospect to engage them in K of C activities. The same approach should be followed to keep existing members active.

**Leverage the network.** One of the Order's greatest strengths is our network, which is appealing to young adults who care about personal as well as spiritual development. Whether they share a hobby, are in the same profession, or live near each other, we should connect young members and prospects with established members who have things in common with them. We all know the Order is a great source of friendship, career success and family support. We should use it deliberately, e.g. help introducing brother Knights to people in their new community upon relocating, connecting qualified brothers searching for jobs with established Knights in their profession, etc.

**Put them in charge.** Many young men, especially with leadership experience in college, are highly capable and should be entrusted with real (not token, young adult-focused) leadership positions. This applies to both members and new recruits. They do not join the Knights of Columbus just to stand around. State councils should focus more on abilities than tenure, and all members with the right attitude and aptitude should be given opportunities to advance. With the proper formation, they are capable of being fully invested team members, i.e. GKs, DDs and state officers.

**Be a resource.** We all know there is more to life than Knights of Columbus membership, within Catholicism and beyond. Even when they are sponsored by other organizations, the Knights of Columbus is doing good work if we lead members and prospects to compelling programs and events. For example, many dioceses have "Theology on Tap" events that are attractive to young adults. There are also online resources that can be helpful to young adults seeking to grow in their faith. To learn more about programs near you, consult your parish and/or diocesan young adult ministry office.

**Cast a wide geographic net.** We should work within dioceses to craft compelling opportunities for greater numbers of young people to gather in one place. Because parishes have only so many young adults, there should be regional and even, where possible, statewide opportunities. Young adults benefit from the support, networking opportunities, and new friendships with peers from outside their parish. Parishes benefit from an influx of new people for events they host and programs they sponsor. The Knights of Columbus benefits from the participation of ambitious men within this demographic, who comprise the K of C's leadership pool for the future.

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Iowa Membership Information can be found at <http://www.iowakofc.org/page/membership>

Supreme Resources can be found at <http://www.kofc.org/membership>

General questions, e-mail [membership@iowakofc.org](mailto:membership@iowakofc.org)

Website [www.iowakofc.org](http://www.iowakofc.org)



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## Objection Handlers

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**Too busy, focusing on career, family.** I understand it is a definitive time in your life, as you are establishing your family and professional life. As it turns out, joining the Knights of Columbus makes you a part of an international network of Catholic men and their families just like you. You will have exclusive access to member benefits designed to protect you and your family at this critical time in your life, e.g. our affordable term insurance product just for men age 18-29. Our members are men who share your values and make up a stellar support network for the future.

**Too busy, focused on other charity or ministry.** Your contribution to [charity or ministry] is one of the reasons we decided to approach you. We notice your gifts and talents and would value having you onboard with our charitable and faith based programs as well. Even if you are not interested in joining the Knights of Columbus right now, we notice how your work is in line with our mission. We hope you will consider partnering with our council(s) on [K of C activity]. If there is anything we can do to assist you in your mission, feel free to reach out any time.

**Not interested, general.** I can understand you not being interested in something you do not know about. Not everybody knows of the great work done by our local councils in their parishes and communities. Not everybody knows that, just last year, the Knights of Columbus donated \$173.55 million and 71.5 million hours to charity. Not everybody knows about the great member benefits we have and all the people you can meet by joining us. We know you might have questions in the future and invite you to reach out any time to learn more. Thank you for your time.

**Not interested, struggling with religion.** Who doesn't? The fact that you have questions is a good sign, since it means you believe. If you did not believe, you would not bother struggling in the first place. Many of the men who join our ranks, including me, are just like you. They are far from perfect, but they want to be better. Your pastor or [credible priest of choice] is the best person to talk to about this, and I would not presume to be able to give you all the answers. There are also many resources available online, e.g. Bustedhalo.com, for one.

**Not interested, ideological.** Of course, the Knights of Columbus is not for everyone. Not everyone agrees with our strong support for the Magisterium and the hierarchy. But I assure you the Knights of Columbus is primarily a charitable and faith-based, not political, organization. Leveraging Knights of Columbus membership for electoral gain is strictly prohibited. We welcome members of all political parties and ideologies, as long as they are practical Catholics in union with the Holy See.

Credit to Paul V. Phillipino Membership Development Coordinator

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