



# Knights of Columbus

## Membership Recruitment Activity Planner

⇒ **SEE FORMS PAGE FOR BLANK FORM**

Council #: \_\_\_\_\_ Location: \_\_\_\_\_ Total Members: \_\_\_\_\_

FY: July \_\_\_\_\_ June \_\_\_\_\_ Supreme Quota: \_\_\_\_\_ Council Goal: \_\_\_\_\_

<p><b>JULY</b> Action Plan:</p> <p>Est. recruitment team Set quota and goals Order supplies Create brochure Challenge officers</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>AUGUST</b> Action Plan:</p> <p>Visit with Pastor Develop prospect list Invite prospects to summer event Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>SEPTEMBER</b> Action Plan:</p> <p>Send written invitations Make phone contact with prospects Plan and Order BLITZ materials</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>OCTOBER</b> Action Plan:</p> <p>Conduct membership BLITZ program - Church drive Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>
<p><b>NOVEMBER</b> Action Plan:</p> <p>Hold Open House Memorial Mass – invite guests Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>DECEMBER</b> Action Plan:</p> <p>Christmas Party Recruit family members Gift of membership Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>JANUARY</b> Action Plan:</p> <p>Contact: - former members - out-of-state members - inactive insurance members</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>FEBRUARY</b> Action Plan:</p> <p>Make phone contact with prospects Have insurance benefit night</p> <p><b>Recruitment Goal: _____</b></p>
<p><b>MARCH</b> Action Plan:</p> <p>Conduct second membership BLITZ program Team recruiting Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>APRIL</b> Action Plan:</p> <p>Hold Open House Sign RCIA candidates Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>MAY</b> Action Plan:</p> <p>Invite HS graduates Invite college grads Sign up Squires Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>	<p><b>JUNE</b> Action Plan:</p> <p>Star Council final push Contact all remaining prospects Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal: _____</b></p>

### Recruitment Techniques:

- Set Goals
- Develop Prospect List
- Order Supplies
- Develop Brochure
- Send Written Invitations
- Phone Prospect
- Church Drive
- Open House
- Two-on-One
- One-on-One
- In House-Open House
- Former Members
- Inactive Ins. Members
- Out-of-State Members
- Ask for Referrals
- Promote Benefits
- Recognize Recruiter
- Incentives
- Promote Insurance
- Recognize New Members
- Recognize VIPs
- Membership Blitz