

It is time to prepare for BLITZ II. SPRING 2007

What is a **Blitz**? A coordinated state-wide recruitment effort is commonly known as a Blitz! This is an all out effort meant to maximize the effectiveness of your membership team's efforts by canvassing an entire local parish on one weekend and then initiate new members two weeks later. When the Knights of Columbus wants to maximize our recruiting efforts we need to call for a **BLITZ!**

BLITZ II: The month of March has been declared as "**Blitz II Month**". Be sure to prepare now and Order your **Blitz** material that can be found under forms on this web site. Also you will find it in the March issue of our "Knight Lite." Don't hesitate to order, get your supplies now!

Blitz II: The week end prior to Founder's Day (March 29) is the target for our councils to conduct the membership **Blitz**. So the weekend of March 24th and 25th is declared "**Blitz II**" weekend. I know that several councils are already planning a spring **Blitz** in February or March and that's great, so once your **Blitz** is completed please get the information over to your District Deputy so that he can fill out the "**BLITZ WORKSHEET**", which can also be found on the Iowa Web Site.

District Deputies: "**Blitz Worksheet**", needs to be filled out as soon as your councils finish their **Blitz**, so don't delay and send the information to myself "The State Membership Director" no later then Monday March 26th.

HOW TO CONDUCT A BLITZ:

Here are the 5 Phases to conducting a recruitment Blitz Program

Phase 1: The Preparation Phase

This phase begins with obtaining the pastor's permission to conduct a BLITZ at the church during a specific weekend and to get the event advertised in the bulletin. This is also a great time to get the priest onboard as a membership recruitment assistant. The next portion of this phase is to order recruitment materials from the Supreme Council Supply Department (Allow 4 - 5 weeks for delivery) Next, begin lining up members to assist with the 'Blitz'. Be sure to inform the insurance representatives about the dates of the recruitment drive; remember they are professional salesmen and your greatest assets.

Phase 2: The Execution Phase

Before each Mass at the chosen parish, set up information tables at every door of the Church. Have plenty of prospect cards and pencil on hand to distribute to each man as they enter the Church. With the pastor's permission, arrange for a membership recruitment announcement to be made during Mass by either the priest or the council's grand knight. After Mass, have

brother Knights on hand to answer any questions and to collect prospect referral cards as men leave with their families.

Phase 3: The Follow-Up Phase

Within 48 HOURS, personal contact must be made with every prospect that you collected during the second phase. Be sure to inform these prospects that you will be holding an informational seminar and give them the date, location and time. Offer transportation if that is a limitation and be sure to invite the prospect's family so that they can see the benefits that they receive as a family member of a Knight of Columbus.

Phase 4: The Orientation Phase

This phase begins with organization. Nobody is going to want to join the Order if your informational session seems unplanned or disorganized. Be sure to have plenty of recruitment brochures about the Order and your council on hand for prospects and their families to read. Request that your council's Chaplain start the event with a prayer and some words about the Order and its mission. Consider showing one of the videos available from the Supreme Council Supply Department (A nominal shipping and handling fee is charged).

A member of the council should make the requirements for membership known to those assembled and then offer each prospect a Form #100 to fill out before the event's conclusion. Have brother Knights on hand to assist prospects in completing these forms. Conclude the event with some light refreshments and inform the candidates of the date of the next First Degree.

Phase 5: The First Degree

A First Degree should be scheduled no more than 2 weeks after your informational session. Be sure to contact the candidates to remind them of the degree date and insure they have transportation to the location. Be sure to order Degree Certificates from the Supreme Council Supply Department, as a fitting way to recognize your new brother Knights. Don't let the new members leave the degree without getting them involved and explaining the Shining Armor Award program.

Vivat Jesus,

Joe Ramirez

Iowa State Membership Director