

## Membership Blitz First Weekend of October!

Our annual Orderwide Membership Blitz is a proven winner for successful membership recruitment. On October 6-7 the Order will conduct another Blitz. Start getting your council's membership team geared up to maximize your efforts during this event.

The Blitz, an all-out recruitment effort in each of the parishes that your council covers, is planned and organized for months. It is followed by a process of recruiting and initiating new members. Dedicated preparation and follow-through after the weekend have proven to be an effective way to boost council membership.

The Blitz is explained in detail in the *Guide to Membership Recruitment* (#2769) and on the Order's Web site in

the "For Officers" section under "Recruitment Strategies." These sources outline the steps involved in preparing for the event, implementing it, and the follow-through steps and activities that lead to a First Degree exemplification. It cannot be said enough: by following the phases of the Blitz correctly, substantial growth can be achieved in your individual council and for the Order as a whole.

When performed properly, the Blitz is an effective recruiting strategy, but by no means should it motivate a council to abandon its other recruiting efforts throughout the year. Other recruitment drives should continue to be a major component of membership activity. A successful Membership Blitz requires early planning and teamwork

throughout the council in order to be successful. The grand knight, the membership director, the recruiting teams, and the public information chairman should be involved right from the start. To ensure that your Blitz is a success, try adding these steps to the ones already in the *Guide to Membership Recruitment*:

- ❖ Ask your pastor for approval to conduct a Membership Blitz at all Masses October 6-7.
- ❖ Order your recruitment material from the Supreme Council Supply Department.
- ❖ Ask the public information chairman to prepare announcements for your parish bulletin in the weeks

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## New Marian Prayer Program Launched

A new Marian Prayer Program in honor of Our Lady of Charity began Orderwide on September 8, the feast of the Nativity of the Blessed Virgin Mary. This program features an image of Our Lady of Charity, the patroness of Cuba.

Our Lady of Charity has special significance to our Order, given our first principle of Charity, which was also the theme of Pope Benedict XVI's first encyclical, *Deus Caritas Est*. Therefore, although the Virgin of Charity has her origins in Cuba, devotion to her is altogether appropriate for Knights of Columbus everywhere. As a sign of spiritual solidarity with Pope Benedict XVI, the Holy Father and his intentions will be remembered during each prayer service.



**Our Lady of Charity**

Your jurisdiction's Marian Prayer Program chairman will set a traveling schedule for the image. Please make note of when your council will host this event. If you have any questions concerning the schedule contact your jurisdiction's Marian Prayer Program chairman.

Here are some suggestions to help your council in planning the program:

- Once you find from your jurisdiction's Marian Prayer Program chair-

man when your council is scheduled to receive the image, consult your chaplain and/or pastor about the service and set a place for the service to be held.

- Find council members and clergy for the various parts of the program.
- Representatives from your council should attend the service at the council from which you will receive the image and bring the image to your council.
- Instruct the congregation to say the prayers at a moderate pace to ensure the service is truly reverent.
- If possible the choir leader should go over the hymns with the congregation before the service.
- Collect prayer books after the service to be sent along with the image to the next council.
- No money should be collected nor should any social activity be held in conjunction with the service.
- Your grand knight should record the council's program in the logbook that accompanies the image before sending it on to the next council.

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