

Recruitment with Knight Vision

A monthly newsletter intended to provide recruiting guidance and membership growth success.

Advertising is a multibillion dollar business. Television, radio, newspapers and other public media has their entire goal aimed at convincing us that their product or service is better than anyone else. They do however serve a special need and that is to inform us of products on the market that can satisfy our needs. Each one attempts to persuade us that we need to buy their product or shop their stores. Walmart sells for less; Ford trucks are tough; Tide gets clothes whiter and brighter; Boniva makes our bones stronger; Car advertisers maintain that their cars have more passenger room, or luggage space, is better on gas mileage, has a longer warranty program than all the others, smoother ride; Coors is made with clear mountain spring water; stores have more product selection to choose from than other stores; casinos show young couples having a great time and winning big money. The list goes on and that is advertising. Convincing us that what they have is something we need. Our lives will be so much better if we shop their stores and buy their products.

The Knights have a little different approach!

Our best advertising comes by example. What do families in our parishes witness the Knights doing or what activities do they conduct in the community? On the weekend of October 10-11 we have our opportunity to tell our story at every parish within the boundaries of our Order.

Move beyond our comfort level. As in the story, we need to build confidence in our members by showing them that accomplishing the mission is within their reach. Once they buy in to the mission, they will have the confidence to go on to bigger things. People are afraid of failure, but once they have taken the small step and accomplished that, then they are ready for the greater step. We don't learn to walk or ride a bike in one day. Someone helps us as we take it a step at a time until we have mastered the skill.

Same with the goals we have been given to achieve this year, new member intake, saving more members, starting new councils or round tables, and reactivating councils. Each task may seem too difficult for some of our members to take on. They ask, what if I can't answer the questions they may have. I have no idea how to start a new council or how to reactivate one. Where do I begin?

Begin with the first step, visit with the pastor and seek his input on what will be necessary to grow the Order in his parish. Ask your state membership team for their assistance. Develop a plan of action. Your best effort....is all we ASK!

The Knight Visionary says for July:

-Appoint your best qualified men to the council positions best suited to them. Assign committees.

-Develop a plan of action for membership recruiting and for programs.

-Ask all officers and directors to recruit **one** new member this month. Let's get a running start this year. We are on a roll, so let's keep it rolling!!!!

-Start one new council this month.

Rod J Hofschulte, PSD

Supreme Membership and Program Coordinator