

# Recruitment with Knight Vision

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

*Advertising* is a multi-billion dollar business. The goal of television, radio, newspapers and other public media advertising is to convince us their product or service is better than anyone else. They do however serve a special need and that is to make us aware of products on the market that can fulfill our needs. Walmart sells for less; Ford trucks are tough; Tide gets clothes whiter and brighter; Boniva makes our bones stronger; Car advertisers say their cars have more passenger room and luggage space, are more fuel efficient, have better warranty programs; Coors is made with clear mountain spring water; stores have more product selection to choose from than the competition; casinos show young couples having a great time and winning big money in their ads. Advertisers attempt to convince us to purchase their product and that will make us happy.

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## **The Knights use a little different approach!**

Our best advertising is by example and by perception. What do families in our parishes witness the Knights doing or what activities are conducted in the community? Are we perceived as men of virtue, having good moral standards, dedicated servants of God, working for those who need our help?

On the weekend of October 10-11 we have a great opportunity to tell our story at every parish within the boundaries of our Order. It is the **Fall Blitz**. A Blitz in each parish is intended to give the parishioners a better understanding of what the Knights of Columbus is, as an organization and what is done in their parish and community. It is the time to fire up the men within the parish with a well delivered message that touches the heart of every man, women and young person.

Our mission is to provide opportunity for ourselves and others to more effectively serve the church and the community. It is not accruing wealth while ignoring the well being of others. It is identifying others who are in need of goods and services, and then satisfying that need by providing opportunity to serve. That's how we advertise and market ourselves; examples of true Christian spirit.

There are many opportunities for us to be examples of a unified and charitable group of men along with our families. Wear shirts, jackets, lapel pins, stick the emblem of the Order on your car, on the front door of your home. These things show pride and unity among the Brothers.

Be noticed at charitable fundraisers, community activities by always being the best you can be. You never know who is observing your actions and is making a judgment on joining the Order or not, simply on our personality and our demeanor. When others witness value in what we do and have a positive perception of us; *then they will join us*.

Our benefits program speaks well for itself, as well as the professional agency staff available to all members. Our insurance program is rated the highest possible of all ratings. There are only three benefit societies such as ours that have that rating. Do we need to advertise? We need to make them aware.

### **The Knight Visionary says for October:-**

Order promotional membership material to have available for your Blitz drive

- Prepare the pulpit talk. Select good readers to deliver your message. Have at least 4 men at each door of the church and train them to be effective recruiters.

- Gather the prospect cards and assign teams to call on your leads. Set appointments ASAP.

-Schedule an information meeting and a first degree. Send the Form#100 to Supreme immediately after!

-Start another new council this month. We are about 125 councils from #15,000. Will you be the one who starts that new council?

Rod J Hofschulte, PSD  
Supreme Membership and Program Coordinator