



Knights of Columbus Father Wants You Campaign Key Points Outline



This an easy and sustainable recruitment program for all councils.

1. Using a church directory, select candidates the council thinks would benefit by joining. Review the list of prospects with your Pastor or Chaplain for his agreement.
2. Using one of the template letters or one of your own, **work with the parish priest or deacon** on the content and send out only as many as can be contacted in the week following the mailing.
3. When contacting the prospective member, simply tell them you wish to act on your priest's desire to sit down and talk to them about the Knights. This talk has to be a Sit down (preferably in the man's home with his spouse) and not on the phone.
4. Briefly talk about all your council does in charity and activities of the Knights of Columbus - worldwide-national-community-parish. Use a council brochure or a flyer like "Did You Know?"
5. Stress we are a Catholic men's organization. We help each other practice our faith thru prayer and action. We stand up for our priests and deacons. We promote strong relationships and families. We work to further the dignity of life for all people.
6. Then just the simple question: **What are we doing that you do not want to be part of???** We are asking for as little as an hour a month.

Key Points for a Successful Father Wants You Campaign

- The letter must be on church letterhead. Keep in mind this letter is from your Priest and not from the Council or any Knight of Columbus.
- We only get one shot with each man on this. Only do as many letters to men as can be followed up on each month. This is a great program to pick a few men each month to target. Smaller councils should start with 3-5 and larger councils can shoot for more.
- When calling to follow up, stress you are calling at your Priest's request; and Father's wish is for you as a Knight to sit down and visit with him as a prospect about the Knights of Columbus. Let him know he should take it as a compliment that he was noticed.
- Keep a spreadsheet on the men in your parish. Know who has been talked to about the Knights (by whom and when) and who have not yet been contacted. We all assume everyone has been contacted and that is not always true.
- Follow these steps each month and getting one new member a month should never be a problem

See the website link to download resources and example templates

<http://iowakofc.org/page/fr-wants-you-membership-campaign>

"TOGETHER WE STAND, UNITED FOR ALL"