



Knights of Columbus – Chevaliers de Colomb

SASKATCHEWAN STATE COUNCIL – CONSEIL d'ETAT

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SUBJECT: A Game Changer for Prospecting for Members

Brothers,

I've just come back from the Mid-Year Meeting of State Deputies in Houston, Texas. We discussed a lot of great ideas and best practices that have the potential to make a big impact here in our jurisdiction.

One that I'm really excited about is a new prospecting system that we can use for all kinds of things: church drives, men's conferences, pancake breakfasts, spaghetti dinners, fish fries – really any event where we have potential members.

We'll talk more about it at the mid-year organizational meeting, but it's a really simple process. **Supreme will build a custom Prospect Landing Page for your council that you can use on a phone, a tablet or a computer.** You can ask potential members if they're interested in learning more about the Knights, and you can enter their information into the form in a matter of seconds. They'll immediately get a personalized email signed by you the grand knight, and encouraging them to join the Knights and reference your council by name and number.

The form will also auto-generate an email to you, which will give you all of the information given for each person that signs up, and it will enroll them in an email marketing campaign that will help tell them more about the Knights and what we do over time (Don't worry, they can unsubscribe at any time).

It's a great system! ***This can be a real game changer in the way we prospect. I would encourage every council to get out in front of this and request your own page immediately.*** The attached document explains it in more detail. All you need to do is go to info.kofc.org/pagerequest.

If you have any questions, be sure to reach out to any of our State Board members. They will be happy to explain this new and exciting recruiting technique to you.

Looking forward to seeing you all soon!

Sincerely,

Chris Bencharski—State Deputy, Saskatchewan