



# The S.M.A.R.T. “Recruiting & Relationship” Drive.

Data collected from over 40+ Parish Campaigns

Release date: Fall 2018

Definition of Smart = **S** = Smile/Sincere, **M** = Mass Ambassador, **A** = Ask / Engage, **R** = Relationships, **T** = Tell History / Council Story

**On Any Given Sunday, any brother can “Meet”, “Recruit”, and “Create a long-term relationships” and “join” a solid faith-filled Council.**

a) **(At the entry of the Church)**

Equip your new **Council Ambassadors** with **Father McGivney Prayer card #10115 that you can order before time.**

Hand a Prayer Card to every man, woman, and child that enters the church to attend mass.

Saying “Good Morning, here’s a little gift from the Knights of Columbus....It’s a prayer card for our founder Fr. McGivney.

b) **(During the Pulpit Announcement)**

Your **Presenter** will take 3-5 minutes to – 1) Explain the history of the Knights. Why Father McGivney started the order.

2) Tell the Council’s story, and explain the need for more help. 3) And that we will be trying to capture their contact information

after mass and talk to them at a later date. 4) **In Closing**, “Ask the Parishioners to help recite” the Prayer for Fr. McGivney

that they were given earlier as a gift. Rev. Father may want to lead in the prayer or/and recite it himself.

c) **(At the end of Mass.... back to the doors we go, and “Ambassadors” engage the leaving Parishioners)**

Your **Council Ambassadors** will take positions at the doors to “Engage Parishioners” with the all-important **“Exit Question”**.

While Parishioners are filing out.... **Stop them**. If it’s a single man, or a Couple with kids saying.

**\*\*\*\*\*!Has anyone ever taken the time to explain the benefits of being involved with the Knights of Columbus?**

**Wait for it: NO....**Your answer **.Great....** “Would you be willing to put your name and phone number on this card, #921A and let me call you this evening to set a time where I can sit down with you and your wife for 15 minutes to explain what we do?”

Finish by handing them the prospect card #921A in fill in. **Council Ambassadors will call.** “I will call you this evening”

d) **(Council Ambassadors calling the prospect that Sunday evening as promised, saying)**

**Good Evening Tom**, This is Bob...the fellow you met this morning at Church. I said I would call to set an appointment for later this week just to take 10- 15 minutes to explain how your family could help the parish and community. What’s your week look like?

I’ve got Tuesday or Wednesday. What’s better for you? I’ve got 7:00PM or 8:00PM ....Great... See you on Tuesday @ 7PM.

e) **(At that potential member’s house) The visit and explanation**

“Be you” **Good Evening Tom & Marline** what a beautiful Sunday we had today. Did you do anything special today?

“Today my wife and I had a great visit with my grandkids.... Of course I’m here this evening to take only 15 minutes to explain the benefits of being involved with many other families in the Parish with the Knights of Columbus. ....I have a booklet for you to see and review. This booklet is called “Protecting Families for a Generation” #10395. By reviewing this booklet you and your wife will get a better understanding of what it means to be involved as a knight..

f) **(It’s time to build a life-long relationship)**

“Asking the question” Now that we have reviewed a little of what it means to be involved, would you consider getting involved?

We could either attend an Open House at the Parish, or get you to take your first step into becoming a new member?

“Wait for an answer”. Great..... Let me set that up, and I will call you in later this week with dates. Good Night...

**You are done..... You just recruited a new member. ....Now what?**

**Here’s the hard question..... Your work of making him a committed member just started.**

Who’s going to help that new member feel welcome, and show him that a real member in that man’s sight is on Service?

.....**Become that man’s new best friend.....Because in most cases....That’s why you are still a member today.**