



The New "Part-time Member" - Drive Event

Canadian On-line 2.0 beta test

- a) Ask Father for permission to hold a recruitment drive. (*And would Father be willing to say a kind word.*)
- b) While people are walking in – Hand-out #2773 to every young family, collect a few names while people are coming in.

Good Morning Rev. Father, Brothers & Sisters in Christ,

My Name is: "Joe Smith", I am one of the members of the knights here at the Parish

I'm here today to talk about the Knights of Columbus. Many of you might know who the Knights are, and what we have done to service your Parish and community for so many years.

After 137 years of great community service, we are trying to Modernize ourselves to attract Younger Families to join us.

*That's why we are asking Catholic families to become "**Members**" of the Knights of Columbus.*

Many Young families are very busy these days with kids' activities and more.

*So that's why we developed the new "**On-line Family Membership**" which has the same benefits as a regular member, but you only have to help when you can around your busy schedule. (Hold up a Fraternal Benefits brochure) # 2773*

In closing,

A few Brother Knights will be at the back of the Church when you leave today, and we will ask if we might be able to collect your name, phone number and e-mail address to send you information on how easy it is to join as an "On-line family"

(Holding up a Prospect card) # 921a

Thank you, Father, for the time to speak about the Knights of Columbus today, and have a great weekend.

c) At the back of the Church. **(Have enough trained helpers to talk to men and collect their names) ******

At the end of mass parishioners start streaming – Are we ready?

Look for the Younger and Mid-age families, making Eye Contact. *"Could we leave you with some information, and collect your name, email address, and telephone number to send you more information about becoming an On-line member?"*

Giving them a #2773 if they didn't receive one, then handing them a Prospect card and Pen at the same time.

*Bringing that couple to a table to fill in their form. * Then motion to the next couple, repeating the process.*

Please clean up in between masses.

d) THE FOLLOW-UP **within 24 – 48 hours with a Phone Call. * This is the Most important Part of the whole drive !**

Hello, this is Joe from the Church, we met this morning and talked about the benefits of joining the Knights of Columbus as an On-line member. Do you have any questions? Could I help you with your On-line application, and I would be willing to walk you through the process? Is your computer close by?

Or we would like to invite you and your family to an Open House on this date.... See you then.

If he says yes to any of the questions. *Stop and sign him up On-line first* Then make a regular member at a 1st degree.

- e) GK's: Please Let your District Deputy, Field Agent, and State Office know when your Parish Drive, and Degree are.
- f) Plan a 1st Degree + a Program and an Open House for families to attend and help at within 2 weeks from your drive.