

Worthy Brothers,

Finding out “What’s in it for him?” is a great method for a recruiter to successfully invite a Catholic man to join the Knights of Columbus. Gone are the days when the best recruiting technique was to convince a man that he was needed. That made him think that he would be committing to a lot of work. It works well to get to know a Prospect (and his family). What does he do for a living and are his interests? What are some of his family’s favorite activities? This getting to know you process may stretch over a few weeks or even months. Once you know his needs and “hot buttons” you can invite him and his family to K of C activities that fit his desires. After one of these events, especially if he volunteered to help out along with the brothers, he is more likely to be ready to join. He has experienced both the Faith building that happens when participating in a Faith in Action activity and he has felt fraternity by joining in with Brothers of Faith. To promote your Faith in Action activities (and during those events), remind your Prospect that participation in our programs will help build his Faith and he becomes a model of Faith to both his family and to the community. Taking part of one of our programs helps both him and his family to stay connected to Christ and to the Catholic Church through the graces gained and the satisfaction achieved. So, “What is in it for him?” Joining the Knights of Columbus and engaging in our program activities helps him to receive grace, to stay connected to the Church, and to be a role model of Faith in Action for his family. Aren’t those good reasons to join the Order?

Allow me to take this opportunity to commend all our Chapter Presidents for leading their chapters into our final stretch to Circle of Honor (COH) by May 31. As you all know Chapter Presidents of our big Chapters are challenging each other to sign up 50 new members per week. For smaller Chapters, are encouraged to join and can do 25 per week. If we all do this, PINACLE is possible before the end the Columbian year on June 30. This is our chance as a group to make history. If Ukraine, Philippines and others can be PINNACLE why can’t we?

I encourage all District Deputies to conduct 4 membership drives for the Months of May and June. Your State Officers, Directors and Membership Team are here to help you, please reach out and let them help you.

Vivat Jesus,

(Epi) Inigo Felimon B. Engo
State Membership Director