

“An Invitation” PHONE SCRIPT

Recruiter: Hi, Joe, this is NAME from the St. Cecilia Knights of Columbus council. I’m calling about a letter that Fr. Walsh recently sent you. Did you receive that?

Prospect: Yes.

Recruiter: Great. I was hoping that you ****and your wife**** might have just a few minutes for me to stop by and show you a quick 5 minute video about the Knights and answer any question you might have. I would have time this _____ or _____. Which of those evenings would work best for you?

Prospect: I would have time on _____.

Recruiter: Thanks so much. Look forward to visiting with you and your wife next _____ at _____. See you then.

****VERY IMPORTANT THAT WIFE BE THERE IF POSSIBLE****

“An Invitation” Recruitment Video Script

Recruiter: Before I tell you too much about the Knights, I just want to share one thing with you. A lot of guys hesitate to join the Knights because they are so busy and don't feel like they have the time for any more activities. The Knights of Columbus realizes that and the last thing we want to do is take husbands and fathers away from their families. We believe in a “strength in numbers” approach and figure that if each member can give us just one hour a year, we can do a lot for charitable and Church causes. Of course, the more one gives the more one gets and many members give more time than that, but we only ask that you be able to give us just that one hour a year. Would you be able to give an hour a year to a charitable cause?

Prospect: Yes.

Recruiter: Great! Now I'd like to show you a short video about the Knights of Columbus that I think does a good job explaining our mission.

(show “An Invitation” Recruitment Video).

Recruiter: As you can see, the Knights is a great Catholic organization. Locally, we do a lot of things as you can see from this brochure. (Go through some of the activities on brochure, pointing out any major activity of council – ex. Lenten Fish Fry) Do you have any questions?

Once you have answered any questions the prospect may have, simply ask:

“Can you think of any reason why you shouldn't join the Knights of Columbus?”

“An Invitation” White Board Recruitment Video Resources

1. “An Invitation” video can be downloaded.
 - a. Go to www.kofc.org
 - b. Hit “search” icon and type in “videos”
 - c. Download “An Invitation” video to your computer.
2. Recruitment Phone Script
3. Recruitment Script
4. Council Activity Brochure (form #4242 from Supply Dept.)
5. *Protecting Families* Brochure (form #10395 from Supply Dept.)
6. Additional recruitment materials can be ordered (many free of charge) from the supply department and www.knightsgear.com