

- Schedule a question and answer session to further explain the assembly and the Fourth Degree.
- Have pens on hand and assist prospects in completing Membership Documents (#4).
- Conclude with refreshments and a brief social.

Appoint a Fourth Degree Liaison to Local Councils

The only real source of new members that your assembly can draw from is that of the local councils. That is why it is imperative that your assembly is visible to those prospect Sir Knights in your area.

One way to make your assembly more visible is to appoint a Fourth Degree liaison, or representative, within each local council assigned to the assembly. The liaison can answer any questions they may have during a meeting and encourage Third Degree members to join the Fourth Degree. Here are the steps to appointing a liaison:

- The faithful navigator should review the roster of each council and identify those members who are proven recruiters, sales oriented and who know the Fourth Degree quite well.
- Notify the local grand knight that the liaison will attend council meetings as a representative of the assembly, to update members: on assembly events, activities, Fourth Degree membership, future scheduled exemplification dates, and answer any questions.
- Be sure that the liaison has an ample supply of Fourth Degree promotional materials and Membership Documents (#4).

Supply Orders

- To order printed materials, login to Officers Online, then click on Supplies Online and place your order.



A Man's Country is Not a Certain Area of Land, of Mountains, Rivers, and Woods, but it is a Principle.

Patriotism is Loyalty to that Principle.

A Guide to Fourth Degree Membership Recruitment



*Religiously Devoted.
Patriotically Proud.*



KNIGHTS OF COLUMBUS

1 COLUMBUS PLAZA NEW HAVEN, CT 06510-3326
203-752-4437

4155 9-18

How to Use This Guide

This flyer is your guide to organizing and implementing a successful membership program in your assembly.

The suggestions presented here are proven winners. You should decide which offer the best opportunities for success in your assembly.

This flyer provides an easy-to-implement approach to recruiting new Sir Knights. If you follow all the steps described, you should enjoy success.

Review the programs outlined in this guide and take the steps to get organized. Choose the programs that will work best for your assembly and schedule them during the fraternal year.

If you have discovered other ideas that work for your assembly, send them to the supreme master, so that we will be able to share them with other assemblies that might benefit from your experience.

Organize Your Membership Committee and Set Your Goals

The first and perhaps most important step in setting up a successful membership program in your assembly is organization.

- Appoint a Sir Knight to coordinate and oversee all membership programs and activities for the assembly.
- Appoint additional Sir Knights to serve on the committee for promoting membership growth.
- Obtain dates for scheduled exemplifications from the master in order, to set goals and plan specific recruitment promotions and activities.
- Identify and schedule recruitment methods that best suit your assembly's needs and goals – council drives, open houses, invitation programs, team recruiting, etc.

- Assign a Sir Knight to each council that the assembly represents, to serve as liaison, to promote the activities of the assembly and membership in the Fourth Degree.

- Get the ENTIRE assembly involved. Those who don't recruit directly can assist by identifying prospective members.

Build a Prospect List

Before you consider HOW to recruit, you must address the question of WHOM to recruit. There are many eligible members who would enjoy participating in the patriotic programs and activities of the Fourth Degree. Identifying them is easier than you think.

- Acquire a roster of eligible members from the financial secretaries of the councils affiliated with the assembly.
- Target all local priests who are members of the Order.
- Target veterans, policemen, and firemen who are members of the Order as prospects.

- Target fathers, sons, nephews, cousins, brothers-in-law, fathers-in-law, grandparents, grandsons who are members of the Order.
- Advertise regularly in council bulletins, inviting qualified prospects to contact the assembly's membership committee about joining.

Use your imagination.
New Sir Knights are all around you.

Conduct a Recruitment Invitation Program

The Fourth Degree Membership Recruitment Invitation is a tool for making initial contact with eligible prospects. It is effective when used in tandem with personal follow-up that stresses the patriotic aspect of membership in the Fourth Degree.

- Order a supply of Fourth Degree Membership Invitations (#2412) and envelopes from Supplies Online or create your own invitation.
- Send invitations personally signed by the faithful navigator, to prospective Sir Knights.
- Telephone the prospective Sir Knight within one week of mailing the invitation, to arrange a home visit by assembly members.
- Review materials – assembly newsletter, etc.
- Inform the prospect and his wife of the date and program of the exemplification and explain all their financial obligations.
- Ask the prospective Sir Knight to JOIN the Fourth Degree.
- Answer any questions that prospective members or their wives may have.
- Follow through with attendance at the exemplification, and to future assembly meetings and programs.

Conduct an Open House at a Local Council

Before or after a council meeting is an ideal time to hold a Fourth Degree Open House to reach your audience of prospective Sir Knights. The success of your Open House is dependent on carefully planning and carrying out each of the following steps:

- Appoint a committee to organize, set the date and time of the event. Publicize in local council newsletters.
- Order an appropriate quantity of Membership Documents (#4) in advance from Supplies Online.
- Prepare table top displays highlighting assembly activities and Fourth Degree principles; include handouts and copies of assembly newsletter.
- Have Sir Knights in regalia on hand to describe the color corps and the benefits of membership in the Fourth Degree.