

# MID-YEAR MEETING OF STATE DEPUTIES

IDEAS FORUM – NOVEMBER 3, 2018

## Conducting Successful Church Drives in your Jurisdiction

### In Brief:

Are there councils in your jurisdiction who believe that Church Drives don't work? Are there some who think that a Church Drive is successful if they get the names of one or two prospects? Have you ever been told by a grand knight – who leads a council of 45 members in a parish with 375 families – that there are “no prospects” in his parish?

Imagine how much healthier the councils in your jurisdiction could be...how much more service to our parishes and communities we could provide...how many more Catholic families could experience the benefits of membership in the Knights of Columbus...if your councils conducted REALLY effective Church Drives.

The goal is to get the men of the parish – and their wives – interested enough to want to learn more about membership in the Order. That's it. Nothing complicated. But success takes planning. And it takes putting the right people in the right roles doing things the right way.

Yes, there is a right way and a wrong way to do a Church Drive. And chances are those councils who think they don't work – or who have only had minimal success – are doing them the wrong way.

### Take Action:

1. **Don't just tell them to do it, tell them how to do it.**
  - a. When you communicate with your grand knights and district deputies, don't just encourage them to conduct a Church Drive. Give them the tools to conduct an effective Church Drive.
2. **Even better, show them how to do it.**
  - a. Work with your RGD to get a number of leaders on your state team “trained up” on how to do effective Church Drives, then send them out to show councils the right way to do it.
3. **Remember – you have grand knights who don't believe Church Drives work. You need to show them that – when done properly – they do work!**



# Best Practices

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## To conduct effective Church Drives, councils should:

- ◆ **Involve their pastor from the very beginning.** Make sure he not only signs-off on the date of the drive, but that he understands everything that conducting a Church Drive entails.
  - ❖ Council representatives (members & wives) will hand out material to parishioners as they arrive for Mass.
  - ❖ A council representative will deliver a pulpit announcement between Communion and the Final Blessing. (An endorsement from the Pastor or Celebrant in addition to the Pulpit Announcement would be ideal, but the most effective pulpit announcement will be delivered by a lay member of the Order.
  - ❖ Council representatives (again, members & wives) will be engaging parishioners as they leave Mass.
- ◆ **Assign the right person to deliver the pulpit announcement.** This is critical.
  - ❖ An effective pulpit announcement should be informative, personal, and brief.
    - ◆ **Informative** – the story of the council and the Order
    - ◆ **Personal** – what membership in the Order has meant to you and your family
    - ◆ **Brief** – leave them wanting to learn more
  - ❖ The person who delivers the pulpit announcement should not be selected by office held or rank in the council.
    - ◆ It should be the person who can most effectively deliver (*not read*) an engaging presentation that will resonate with attendees.
- ◆ **Set up a table with informational literature on the council and the Order...then stand in front of it.**
  - ❖ Don't stand behind the table and hope that people will stop and talk to you.
- ◆ **Engage them.** Ask questions. Make them want to learn more, then get their contact information so you can invite them to the follow-up Open House where they will learn more.
  - ❖ This will also allow you to enroll them in your council's customized Prospect Landing Page.
- ◆ **Ask questions that drive further dialogue.**
  - ❖ If you ask “Are you interested in learning more about/joining the Knights of Columbus?” and he says “no,” where do you go from there?
  - ❖ If you ask “Are you aware of everything our council does to support the parish and community?” you have a follow-up whether he replies “yes” or “no.”
  - ❖ If you ask “Are you aware of the many benefits available exclusively for members and their families?” and the answer is “no,” hand the prospect a *Fraternal Benefits flyer*, No. 2773.
- ◆ **Involve wives in the Church Drive.**
  - ❖ Many men join the Order because their wives encourage them to do so. A Knights of Columbus wife telling a parish wife how her husband's membership has helped him and his family can be very effective.

## Sample Pulpit Announcement

Thank you Father. As Father said, my name is *{Your Name}*, and I'd like to talk to you for a few minutes about the Knights of Columbus. Some of you may be aware of the good things our council here at *{Parish Name}* does to support the parish and community. For those of you who are not, *{briefly review 2-3 noteworthy council initiatives}*.

But most of you are likely not aware of why The Venerable Father Michael McGivney started the Order in the first place. He had several motivations, but two were prominent. First, he wanted a way to protect the largely immigrant, largely working-class parishioners of St. Mary's Parish in New Haven, Connecticut from the premature death of the family breadwinner. And second, he wanted a way to help the men of the parish – many of whom were straying from the Faith – become better Catholics. So if you want to be a better Catholic...if you want to put your faith into action...or if there is a man in your life who you want these things for...I encourage you to speak with a representative of our council after Mass today.

For me, membership has *{Insert here a personal story about how you and your family have benefitted from membership in the Knights of Columbus. Maybe it has given you opportunities to serve others that you would not have otherwise had. Maybe it has made you a more spiritual, more prayerful Catholic. Maybe it has helped you demonstrate to your children what it means to be a Catholic and to put your faith into action.}*

Thank you for your attention. One of our council representatives will be happy to talk with you after Mass and help you learn more about this wonderful organization.





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