



## “Get the Word Out”

“As we all know this is one of, if not the busiest time of the year. This is also a great time to remind councils, we need **good programs**. Not just service programs, but faith as well. Keep pushing, talking to our pastors about the future programs he thinks the council should run.”

**Ray Lopez, Regional Growth Director**

A fish fry is a fringe benefit of the Stations of the Cross which is the real reason we do this. Your programs are the avenue to strengthening our faith, and for our catholic community, programs, including membership are the pathway to help reconnect or fully connect with our faith. Besides fish fry’s, what other programs would your pastor want? Can you supply refreshments for the priest at your reconciliation service? What faith activities are you doing being service programs?

Below is an overview on how leverage a Fish Fry Membership Drive



### OVERVIEW

Many of our councils conduct Fish Frys during Lent. Fish Frys offer an excellent opportunity for membership recruitment. The purpose of this flyer is to give councils a blueprint for maximizing new member recruiting potential at council fish frys.

### IN ADVANCE OF THE FISH FRY

If your council will be conducting one or more fish frys during Lent this year, you’ve likely been planning them for some time. If you don’t yet have a plan for inviting all attendees who are eligible to do so to join the council, now is the time to develop one.

Designate a council member (who is not part of the event, set-up, cooking or clean-up crew, to be responsible for ensuring that all attendees are aware of the benefits of membership in the council.

Promote the dates and times of all fish frys in the parish bulletin, at council meetings, on the parish and council web sites, on social media, etc. If there is a school associated with your parish, develop flyers to send home in the backpacks of students. Have the pastor promote the Fish Frys in end of Mass announcements.

Schedule an Exemplification of Charity, Unity & Fraternity so those attendees who wish to join the council will be able to do so.

### THE DAY OF THE FISH FRY

A membership table should be set-up, and all staffing the table (in addition to all staffing the Fish Fry) should wear KofC branded attire.



### Roving Ambassadors

While it is important to set up and staff an information table, it is equally important that every council designate one or more Roving Ambassadors whose job it is to “work the room”. These KofC attired Roving Ambassadors should go around to every table, thank prospects for coming and hand out flyers that the council developed highlighting all the programs the council is involved in, key council information, contacts, etc. They should discuss council details, answer questions and hand out a business card with a QR Code and invite prospects to join online for free using the MCGIVNEY2020 promo code and get prospect contact information for post-event follow up. These Roving Ambassadors should also tell their story about why they love being a Knight.



### MATERIALS NEEDED:

Start with materials available from the Supreme Council:

- Prospect Cards (No. 921)
- Did You Know (No. 4602)
- I am a Knight (No. 10918)
- Faith in Action Guide (No. 10907)
- Become a Knight Placemats (No. 1915)
  - o These should be placed at every seat in the room



- Into the Breach and other KofC Videos [appropriate hyperlink(s)]
  - o These should be shown on a video loop during the event
- Augment these materials with any locally produced materials your council has developed, highlighting:
  - Noteworthy programs the council had sponsored
  - Awards the council has won

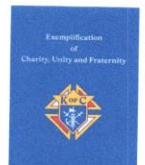
Most importantly, have a WiFi enabled device to assist interested prospects in joining the Order online.

### ROLE OF THOSE STAFFING THE MEMBERSHIP TABLE:

- Replenish pamphlets
- Greet/engage with guests upon arrival
- Go table-to-table
  - o Get well-known/influential people in the parish – ideally the pastor – to do this
    - Ask how the food is/if they need anything.
    - Engage in conversation about the council and the Order
    - Get names/phone numbers/email addresses for post-event follow-up or – ideally - help interested prospects to join online.

### AFTER THE FISH FRY

- Follow-up by phone or email with all prospects
  - o Ask if they enjoyed themselves
  - o Invite them to join or – if they have already joined online – transfer into the council.
  - o Remind them of the date of the next Exemplification of Charity, Unity & Fraternity
  - o Assess what worked well and what could have been improved
    - Plan for a better event next time.



Other documents that can help you with your programs are:

“Working with Your Pastor” [10999 Working with your Pastor \(kofc.org\)](https://www.kofc.org/un/en/resources/programs/faith-in-action-faq.pdf)

“Faith in Action FAQ’s” <https://www.kofc.org/un/en/resources/programs/faith-in-action-faq.pdf>



# Weekly Arizona State Council Advisory



Volume 26 – February 26, 2022

*Lent is about Becoming, Doing, and Changing!*

*Individually we are one drop.  
Together, we are an Ocean.*

*Join the Knights of Columbus for FREE!*

*[www.kofc.org/joinus](http://www.kofc.org/joinus) PromoCode: MCGIVNEY2020*

*\*\*\*1 year FREE online membership\*\*\**

## Arizona State Council Convention

St Rita in the Desert, 14230, is pleased to host the 115<sup>th</sup> Annual Knights of Columbus State Convention. This year's convention will be held May 20<sup>th</sup> – 21<sup>st</sup>, 2022 at the El Conquistador Tucson located at: 10000 North Oracle Road, Tucson, Arizona, 85704.

**Hotel reservations** can only be made directly with the hotel, either online or by phone. Refer to the Hotel Reservations page for details. Room rates are guaranteed through **April 29, 2022** and are applicable three days before and three days after the convention based on availability. Reservations made after this date will be accepted on a space-available basis at a non -discounted rate.

Registration for the convention is required for all who attend (**YOU MUST BE A 3RD DEGREE KNIGHT TO ATTEND ANY PORTION OF THE CONVENTION**). In addition, if you are attending the convention as a Delegate or Alternate, your Council must submit the Delegate Form to the State Secretary no later than **April 2, 2022**. **IMPORTANT NOTE FOR DELEGATES: If you are a Delegate or Alternate you still MUST register for the Convention in addition to submitting the Delegate form from your Council. Your Council DOES NOT register for you!**

The preferred method to register for the Convention is through the Convention website, where you may pay by credit card online.

All registrations and payments must be received by **Friday, May 6, 2022**. Registrations received later than this date will be assessed an additional \$10.00 fee for late processing. Late registrations place an additional burden on the host Council and the hotel to ensure that there are sufficient seating and meals for all in attendance. Credit card payments must be made directly on the website.

The website for the State Convention on May 20-21, 2022, is active and can be found at <https://www.azkofcstateconvention.org/>. Please register early and make your hotel reservations early.

*The Weekly Supplement to KOCOA Newsletter of the Arizona State Council*