

Father Michael McGivney's vision for every Knights of Columbus council was to:

- Change a man's life
- Deepen and enrich his faith
- Strengthen his family
- Build better lives for those who so desperately need help

KNIGHTS IN ACTION



"SMART" Recruiting Techniques

Smile and maintain eye contact. Be Sincere and friendly.

My Story – Why did you join? How has it helped you?

Ask questions about his and his family's life.

Restate reasons to join. Talk about the real benefits.

Talk less. Listen more to what he has to say.



Keeping Recruitment Personal

S is for Smile and Sincerity. Recruitment is a person-to-person, two-way conversation based on mutual respect and trust. So, your body language is very important. Relax and smile, and keep eye contact during your conversations. Being friendly and most importantly, being sincere, will get you off to a great start.

M is for My Story. What is your short Knights of Columbus story? This is not your entire life story, or something you read off of a card. Share a short - - "why you decided to join the Knights of Columbus." What are the reasons? How did your choice affect aspects of your life, your family, and spiritually; and how does your membership help you, today? Talk about yourself honestly.

A is for Ask Questions. Asking questions helps you to build a personal relationship. Your potential member may ask questions of you. So, asking questions is a two-way street, and is a natural part of this conversation. Remember, though, this conversation is ultimately about him, so find out who he is, and what he wants for himself and his family.

R is for Restate reasons to join. These reasons are the benefits of membership. In many cases, his statements or questions are requests for additional information. No matter the skills, or time available, there is always a place for that new member to help out, which also helps him to fit in!

T is for Talk Less – Listen More. Most importantly, listen to questions asked, whether from your potential member, his wife or family. If you do all the talking, you won't learn much about him, you will be telling stories. So build a good relationship, so that you can guide him to programs and activities that interest him.

The Personal Touch in S.M.A.R.T. Recruiting



Asking questions helps to build a relationship and to learn about his:

- Family
- Work
- Parish activities or groups
- Hobbies
- Interests
- Goals
- Friends he has among present council members
- People he knows



Keeping Recruitment Personal

The Personal Touch in S.M.A.R.T. Recruiting



Learn about what he wants most from membership:

- Financial protection?
- Spiritual or charitable service?
- Catholic education?
- What else is he looking for?



Keeping Recruitment Personal

Responding to Requests for Information S.M.A.R.T. Recruiting Responses

Common Responses:

"I don't have time"

"I am too busy"

"I travel too much"

"My kids are too busy"

"We don't have family time now"



How you should respond:

"I know how you **feel**. In fact, I **felt** the same way. I **found** that the amount of time you dedicate is up to you. Would you be able to help out for an hour or two on a couple Saturday's a year?"

How you should respond:

"With our many family-oriented activities, you'll have opportunities to spend time together as a family unit. I found that we had more "real" family time.

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