

Membership growth is everyone's goal

The membership blitz is a tried and true way for councils to increase their numbers. We see these pushes often in March, in celebration of Founder's Day, and again in October. These drives are successful because brother Knights are more visible than normal, during and after Masses and at special events. We remember to ask each and every Catholic gentleman to join our ranks for the good of the Church, community and Order.

At the beginning of the fraternal year, we set our eyes on the goal of achieving the Star Council Award. This means running many successful and varied programs throughout the year and using this activity to spread the word about the Order. This will bring in new members.

Don't forget the strength of our life insurance, long-term care and annuities products is also a selling point of membership. For more than 125 years, our insurance has been "making a difference for life." Our ratings are among the best in the business. For the 16th consecutive year, the Knights of Columbus insurance program has earned Standard & Poor's highest rating, and for the 33rd consecutive year, A.M. Best Company has given us its highest financial strength rating.

I can help not only in explaining to prospects our outstanding insurance products, but also on the many other benefits of becoming a knight. I am happy to be an advocate for the Order and for our council. Even better, I can help you feel more comfortable in making the membership "sale" to prospects yourself.

As your professional Knights of Columbus insurance agent, I look forward to helping us grow in fraternity.

I'm at 123-4567. Call me – let's talk.