

*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

4155 11-04



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 committee for promoting membership growth.

- Obtain dates for scheduled exemplifications from the master, to set goals and plan specific recruitment promotions and activities.
- Identify and schedule recruitment methods that best suit 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 assembly 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 the Supreme Council Supply Department 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 invitation, to arrange a home visit by assembly members.
- Review materials – “A Call to Patriotism” flyer (#4135), 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 quantities of these materials in advance – Membership Document (#4), the new Introductory to the Fourth Degree (# 4544) and the A Message for Knights who Want More (# 4135) flyers, and the “Take Your Membership to New Heights poster (#4136), from the Supreme Council Supply Department.
- 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 benefits of membership in the Fourth Degree.
- 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 flyers and Membership Documents (#4).

Order Supplies/ Membership Videos

The Supreme Council office has available a wide variety of Fourth Degree promotional materials to assist in your membership efforts that can be ordered through the Supply Department or Department of Fraternal Services.

Printed Materials
Supply Department
Knights of Columbus
PO Box 1670
New Haven CT 06507-0901

- Refer to the Assembly section of Supply Catalog (#1264). Select materials best suited to your assembly's event.
- Use Requisition Form (#1) when ordering. Obtain faithful navigator or faithful comptroller signature on form.
- Order sufficient quantities for your membership event at least one month in advance.

Audiovisual Materials
Dept. of Fraternal Services
Knights of Columbus
1 Columbus Plaza
New Haven, CT 06510-3326

- Refer to “Audiovisual Aids” section of the Supply Catalog or the Audio-visual Flyer (#1539) for descriptions.
- Order one month in advance. All productions available for a nominal fee.
- Submit order form from audiovisual flyer, or call (203) 752-4270. Specify title, and play date.