Ask eligible men to join

Today, I want to address the growth of the Order. Membership growth is the fuel that keeps this great fraternal engine running. All of our charitable works in the council, state, national and international level are thanks to our hard-working members.

We also recognize that 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 must remember to ask each and every Catholic gentleman to join our ranks for the good of the Church, the community and the Order.

During the rest of the year, we often "forget" to ask men to join our ranks and bring their families into the Knights of Columbus family. You probably know an eligible Catholic man you could ask today. Chances are that the only reason he hasn't joined already is because no one asked him.

When telling a prospect about the strengths of the Order, don't forget our greatest fraternal benefit: our insurance program. This is often an interesting "selling point" to a potential member who is on the fence. Many members come into the Knighthood simply to be able to buy coverage for their family. Soon after, they realize the good our charitable works do for their community and they are proud to be members.

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

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