

Delta Church Drive Implementation Guide

Goal:

The Grand Knight, Membership Director, Program Director, and the Delta Church Drive Ambassadors will focus on getting the name, email, and phone number from all prospects using the Prospect Card, or by directly inputting this information onto the drives Custom Landing Page. The Delta Church Drive is designed to help your Council position itself to properly engage and bring potential new members into the Order in a sustainable manner at any Mass or Event the Knights have a recruiting presence.

Benefits of the Delta Church Drive

Your Council will grow in numbers and active, engaged members.

You will grow the Knights of Columbus Family.

Your Council will be better positioned to implement more “Faith In Action” Programs.

Your Council’s relationships with the Parish Priests, Deacons, Staff and the Congregation will be enriched.

Your Council will prove that Delta Church Drives work.

Implementation Action Items and Timeline

___ **1:** Grand Knight will schedule meeting with the Council Chaplain or Parish Priest. Please note that the Parish Staff is welcome to attend any planning meeting you schedule with the Priest. The meeting should be to ask the Parish Priest for permission to host a Delta Church Drive and set the date.

___ **2:** Grand Knight, Membership Director, Program Director (Membership and Retention Committees) should meet and determine the following:

___ A: Confirm Date of the Church Drive(s)

The Delta Church Drive Concept is applicable to Masses, Special Events, or Membership related opportunities where the Knights may have a Recruiting Opportunity

___ B: Determine who will be the “Ambassador Team” -Two Ambassadors per entrance is the standard

___ C: Set Dates for Ambassador Practice Sessions

___ D: Determine who will be giving Pulpit Announcement

___ E: Submit Pre/Post Delta Church Drive Bulletin Announcements and Print Dates

___ F: Set Realistic Goals/Expectations about the results you want to see from this effort

___ G: Discuss and get approval for Ambassador follow-up plan

___ H: Order Delta Church Drive Kit

___ **3:** Grand Knight and Membership Director complete the Prospecting Landing Page Request Form at: info.kofc.org/pagerequest.

___ **4:** Grand Knight will lead Delta Church Drive Roll-out Meeting for the Council. Membership Director, Program Director, Ambassadors should be in attendance. Agenda for Meeting should include:

___ A: Date of Church Drive that will be Hosted at all weekend Masses

___ B: Assignment of Duties: Prospect Card placement, Ambassador Duties, Pulpit Announcement, Follow-Up with Prospect and Recruits, Onboarding and Mentoring of New Members

___ C: Briefing on Prospect Landing Page

___ D: Introduce Ambassador Team and provide training session dates and times

___ E: Set Realistic Goals/Expectations about the results you want to see from this effort

___ F: Build excitement and get buy-in from all involved

___ 5: Ambassador Training Session One

___ 6: Delta Church Drive Announcement in Church Bulletin (Week Prior to Drive) and if possible a Pulpit Announcement at Weekend Masses

___ 7: Ambassador Training Session Two

___ 8: Delta Church Drive is Hosted at all Saturday and Sunday Masses or Event

___ A: Grand Knight/Membership Director Input Prospect Data for Council Landing Page

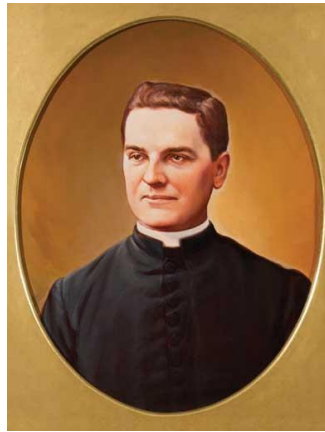
___ B: After the last Mass on Sunday Grand Knight should try and brief the team before going home

___ C: If needed an Admission Degree can be held following the last Mass on Sunday

___ 9: Ambassador Follow-Up Campaign / Online Membership Email Campaign

___ 10: Thank You/Sorry we missed you Announcements in Church Bulletin

CHURCH DRIVE KIT CONTENTS:



PRAYER FOR THE CANONIZATION OF
THE VENERABLE SERVANT OF GOD
MICHAEL MCGIVNEY
Founder of the Knights of Columbus

God, our Father, protector of the poor and defender of the widow and orphan, you called your priest, Father Michael J. McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor. Through the example of his life and virtue may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church. Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast. We humbly ask that you glorify your venerable servant Father Michael J. McGivney on earth according to the design of your holy will. Through his intercession, grant the favor I now present (*here make your request*). Through Christ our Lord, Amen.

Please report all favors received:
The Father McGivney Guild
1 Columbus Plaza
New Haven, CT 06510-3326 - USA
www.fathermcgivney.org

Painting by Chas Fagan © Knights of Columbus



- I wish to become a member of the Knights of Columbus.
- I desire some information regarding membership in the Knights of Columbus.
- I am a former member interested in rejoining the Knights of Columbus.

Name: _____

Street Address: _____

City: _____ State or Province: _____ Zip: _____

Phone: _____ Parish: _____

E-Mail: _____

Best time to contact: _____