



**Knights of
Columbus®**

Lenten Fish Fry Membership Drive

How To Effectively Leverage a Fish Fry to Drive Membership Growth

OVERVIEW

Many of our councils conduct Fish Frys during Lent. Fish Frys offer an excellent opportunity for membership recruitment. The purpose of this flyer is to give councils a blueprint for maximizing new member recruiting potential at council fish frys.

IN ADVANCE OF THE FISH FRY

If your council will be conducting one or more fish frys during Lent this year, you've likely been planning them for some time. If you don't yet have a plan for inviting all attendees who are eligible to do so to join the council, now is the time to develop one.

Designate a council member (who is not part of the event, set-up, cooking or clean-up crew, to be responsible for ensuring that all attendees are aware of the benefits of membership in the council.

Promote the dates and times of all fish frys in the parish bulletin, at council meetings, on the parish and council web sites, on social media, etc. If there is a school associated with your parish, develop flyers to send home in the backpacks of students. Have the pastor promote the Fish Frys in end of Mass announcements.

Schedule an Exemplification of Charity, Unity & Fraternity so those attendees who wish to join the council will be able to do so.

THE DAY OF THE FISH FRY

A membership table should be set-up, and all staffing the table (in addition to all staffing the Fish Fry) should wear KofC branded attire.



Roving Ambassadors

While it is important to set up and staff an information table, it is equally important that every council designate one or more Roving Ambassadors whose job it is to "work the room". These KofC attired Roving Ambassadors should go around to every table, thank prospects for coming and hand out flyers that the council developed highlighting all the programs the council is involved in, key council information, contacts, etc. They should discuss council details, answer questions and hand out a business card with a QR Code and invite prospects to join online for free using the MCGIVNEY2020 promo code and get prospect contact information for post-event follow up. These Roving Ambassadors should also tell their story about why they love being a Knight.



MATERIALS NEEDED:

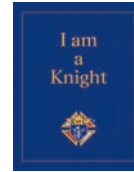
Start with materials available from the Supreme Council:

- Prospect Cards (No. 921)
- Did You Know (No. 4602)
- I am a Knight (No. 10918)
- Faith in Action Guide (No. 10907)
- Become a Knight Placemats (No. 1915)
 - o These should be placed at every seat in the room

Knights of Columbus
 I would like to become a member of the Knights of Columbus.
 I would like more information regarding membership in the Knights of Columbus.
 I am a former member interested in rejoining the Knights of Columbus.

Name: _____
 Street Address: _____ State or Province: _____ Zip: _____
 City: _____ Phone: _____
 E-Mail: _____

Please contact me by: Phone Text Email
 Best time to contact: Morning Afternoon Evening



- *Into the Breach* and other KofC Videos {appropriate hyperlink(s)}
 - o These should be shown on a video loop during the event

Augment these materials with any locally produced materials your council has developed, highlighting:

- Noteworthy programs the council had sponsored
- Awards the council has won

Most importantly, have a WiFi enabled device to assist interested prospects in joining the Order online.

ROLE OF THOSE STAFFING THE MEMBERSHIP TABLE:

- Replenish pamphlets
- Greet/engage with guests upon arrival
- Go table-to-table
 - o Get well-known/influential people in the parish – ideally the pastor – to do this
 - Ask how the food is/if they need anything.
 - Engage in conversation about the council and the Order
 - Get names/phone numbers/email addresses for post-event follow-up or – ideally - help interested prospects to join online.

AFTER THE FISH FRY

- Follow-up by phone or email with all prospects
 - o Ask if they enjoyed themselves
 - o Invite them to join or – if they have already joined online – transfer into the council.
 - o Remind them of the date of the next Exemplification of Charity, Unity & Fraternity
 - o Assess what worked well and what could have been improved
 - Plan for a better event next time.

