

**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 at the council, state, national and international level are thanks to our hard-working members. And more members equals more charity.

We know that the membership blitz is a tried and true way for councils to get more men to join. We see these pushes often in March, in celebration of Founder's Day, and again in October. These drives are successful because brother Knights have increased visibility speaking or presenting during and after Masses and at special events. We must remember that we have a duty 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 and to bring their families into the Knights of Columbus family. You probably know an eligible Catholic man you could ask today. What if the only reason he hasn't joined is because no one has asked him yet?

When telling a prospect about the strengths of the Order, don't forget our greatest fraternal benefit: our insurance program. This is often a "selling point" to a potential member who is on the fence. Many members become Knights simply to be able to buy coverage to protect 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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