

*It's not necessarily what we do
that makes us different
but why we do it.*

KNIGHTS OF COLUMBUS

A GUIDE TO MEMBERSHIP RECRUITMENT



HOW TO USE THIS GUIDE

This booklet is your guide to organizing and implementing a successful membership program in your council.

The suggestions presented here are proven winners. You should decide which offer the best opportunities for success in your council.

This booklet provides an easy-to-implement approach to recruitment. If you follow all the steps described, you'll enjoy success.

You may have discovered other ideas that work for your council. If so, send them to the Department of Fraternal Services so we can share them with other councils that might benefit from your experience.

Review the programs outlined; take the steps to get organized. Choose three or more recruitment programs and schedule them during this fraternal year.

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HOW TO CONDUCT AN EFFECTIVE MEMBERSHIP RECRUITMENT BLITZ

A coordinated membership Recruitment Blitz is an all-out effort to maximize your membership teams efforts, but canvassing an entire parish on one weekend, gathering the names of prospective new members to follow-up with.

The Preparation Phase

- Obtaining the pastor's permission to conduct a Blitz at the church during a specific weekend.
- Advertise the event weekly building up to when it is held in the parish bulletin.
- Order recruitment materials from the Supreme Council Supply Department (allow 4 — 5 weeks for delivery).
- Inform the insurance representatives about the dates of the recruitment drive.

The Execution Phase

- Set up information tables at every door of the Church. Have plenty of prospect cards and pencils on hand to distribute to each man as they enter the Church.
- Arrange for a membership recruitment announcement to be made during Mass by either the priest or the grand knight.
- Have brother Knights on hand to answer any questions and to collect prospect referral cards or names and contact information as men leave church with their families.

The Follow-Up Phase

- Personal contact must be made with every prospect that you collected within 48 HOURS.
- Inform and invite each prospect and his family of the date, time and location for the informational seminar.
- Offer transportation if that is the prospect's limitation.

The Orientation Phase

- Order recruitment brochures about the Order for prospects and their families to read.
- Request that your council's chaplain start the event with a prayer and some words about the Order and its mission.
- Consider showing one of the recruitment videos available from the Supreme Council Supply Department (a nominal shipping and handling fee is charged).
- Make the requirements for membership known to those assembled.
- Offer each prospect a Form #100 to fill out before the event's conclusion.
- Have brother Knights on hand to assist prospects in completing these forms.
- Conclude the event with some light refreshments.
- Inform the candidates of the date of the next First Degree.

The First Degree

- Schedule a First Degree no more than 2 weeks after your informational session.
- Contact the candidates to remind them of the degree date.
- Ensure they have transportation to the location.
- Order degree certificates from the Supreme Council Supply Department, as a fitting way to recognize your new brother Knights.
- Don't let the new members leave the degree without getting them involved and explaining the ***Shining Armor Award*** program.

HOW TO ORGANIZE YOUR MEMBERSHIP COMMITTEE AND SET YOUR GOALS

The first and perhaps most important step in setting up a successful membership program is organizing your membership committees. The key is to ensure that these important positions are filled and appointees are dedicated and enthusiastic Knights.

- Refer to “Membership Committees” (page 5) and “Membership Activities” section (page 35) in the *Surge...with Service* manual (#962).
- Grand knight appoints a membership director to oversee all membership programs and recruitment activities.
- Upon recommendation of the membership director, grand knight appoints a membership committee of three or more Knights. Select successful recruiters or sales-oriented members.
- Membership director and recruitment committee members form two-man recruitment teams.
- Grand knight, upon recommendation of the membership director, appoints a retention chairman and committee.
- Grand knight appoints an insurance promotion chairman, preferably the council’s insurance agent.
- Membership director, committee chairmen and committees set goals and plan specific recruitment, retention and insurance promotion activities for entire year.
- Plan full schedule of First Degree exemplifications (see page 13).
- Identify and schedule recruitment methods that best suit council’s needs and goals; Membership Blitz, church drives, open houses, team recruiting, etc.
- Set membership goals (exceed quota, achieve Star Council, win Century Club, break previous council recruitment record, etc.). Refer to Supreme Council Awards section (page 40) in the *Surge...with Service* manual.
- Get the ENTIRE council involved. Those who don’t recruit directly can identify/suggest prospects.

HOW TO BUILD A PROSPECT LIST

Before you consider HOW to recruit, you must address the question of WHOM to recruit. There are many eligible Catholic men and their families who would enjoy participating in the Order. Identifying them is easier than you think.

- Approach pastors for parish rosters of potential Knights.
- Add all local priests, who are not Knights, to prospect list.
- Consider ushers, parish council members, choir, lectors, mens' club, etc., as prospects.
- Welcome all new parishioners by asking them to join.
- Recruit all 18-year-old Squires, high school and college graduates.
- Consider all vendors who serve council as potential members.
- Add fathers, sons, nephews, cousins, brothers-in-law, fathers-in-law, grandfathers, grandsons.
- Order free copies of Prospect Referral Card (#921) from Supply Department. Distribute copies of card to all members at council meeting or with newsletter. Ask that completed cards with names of friends/acquaintances be returned to the membership director.
- Advertise regularly in church bulletins, inviting interested prospects to contact the membership committee about joining.
- Contact former members (see page 10).
- Use your imagination. New members are all around you!

HOW TO RECRUIT USING 2-ON-1 TEAM CONCEPT

Bringing twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success. That's why 2-on-1 recruiting is the way to go.

- Organize two-man recruitment teams from the membership committee and additional recruiters.
- Train recruiters. Ask your insurance agent to assist; show recruitment videos and order and distribute copies of the Pocket Flip Chart (#2041), and Membership Documents (#100) – see page 15.
- Divide the prospect list among two-man teams.
- Telephone each prospect to a schedule visit with prospect/wife by two-man team.
- Conduct personal visits at prospect's home, emphasizing local council activities/opportunities for involvement by prospect, wife, and the entire family.
- View the video productions of *Experience of a Lifetime* or *Recruitment Flip Chart* or use Flip Chart/Binder (#889, #889A).
- Review promotional materials with prospect/wife – “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (4496), “What this organization stands for...” booklet (#4495), Member/Spouse Fraternal Benefit flyer (#2773), *Columbia* magazine, council newsletters, etc. (see page 15).
- ASK PROSPECT TO JOIN. Assist in completing Membership Document, collect fees.
- Ensure prompt initiation. Inform candidate of the dates for admission committee interview and First Degree.
- Complete proposer duties:
 - Accompany to admission committee interview, First Degree and council meetings;
 - Introduce prospect/family to council members;
 - See that prospect is assigned to committees/programs of interest;
 - Encourage prospect to complete Second/Third Degrees. Accompany to exemplifications.

HOW TO HOLD A CHURCH DRIVE

A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps.

- Obtain pastor's approval for membership drive at all Masses on target weekend. Confirm dates/details.
- Order quantities of Prospect Cards (#921A), Membership Documents (#100), posters and flyers such as "As Knights we not only act on faith..." flyer (#4497), "Our Future Knights..." flyer (#9116), "The Potential of a Man..." flyer (4496), "What this organization stands for..." booklet (#4495), "Make a Difference" recruiting poster (#4498), Fraternal Membership folder (4494), "Did You Know?" flyer (#1267), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), etc., from the Supply Department (see page 15).
- Provide an announcement for parish bulletin during each of the two weekends before the drive.
- Prepare a tabletop display highlighting council activities and member benefits; include handouts and copies of council newsletter and place in main church entry.
- Post teams of two to three Knights at each church door at every Mass to hand out flyers and Prospect Cards.
- Collate materials and hand out to each man as he enters the church. Leave sharpened pencils in each pew for completing Prospect Cards.
- Arrange for the pastor, grand knight, membership director to make a brief announcement prior to or after Mass, explaining the K of C, encouraging men to complete Prospect Cards and hand in as they leave church. Use a letter of support from the bishop (if available from state council) or sample pulpit announcements (#2678) available from Supply Department (see page 15).
- Position Knights at exits to answer questions from prospects, assist in completing Membership Documents or collect completed Prospect Cards for follow-up.
- Make sure tables/supplies are restocked for each Mass.
- Deliver all Membership Documents, completed Prospect Cards to the membership director.
- Assign prospect names to recruiting teams for personal follow-up visits. Follow up immediately!

HOW TO CONDUCT AN OPEN HOUSE

An open house provides an opportunity to introduce your council and the Order to a broad audience of prospects at one event. The main objective is to “exhibit your products” — your volunteer service programs, your social and fraternal activities, your membership benefits – that your council and the Order have to offer to members and their families.

- Appoint a committee to organize an open house.
- Set a date and time. Publicize the event in local newspapers, radio, cable television and church bulletins.
- Order quantities of promotional materials including “Open House” poster (#2826) from Supply Department (see page 15) at least six weeks in advance.
- Compile list of prospective members (see page 4).
- Send open house invitations to prospects and their spouses.
- Follow up mailing with a telephone confirmation of receipt and availability to attend events.
- As the event approaches, reconfirm all arrangements for site, materials, program, etc.
- Arrange for a display of council scrapbooks, awards, programs, activities.
- Assign to each attending prospect to a recruiter who will act as host throughout the event.
- Plan program:
 - Welcome committee to greet guests;
 - Introduce officers, members;
 - Grand knight/membership director should explain council aims/organization;
 - Ask the insurance agent to explain benefits of membership;
 - Show a promotional video (see page 15).
 - Experience of a Lifetime*
 - Membership Recruitment Flip Chart*
 - Life and Legacy of Father McGivney*
 - Founding to Future*
- Schedule a question/answer session following the video further explaining the Order and the council. Conclude with refreshments or light buffet.
- Make certain host-recruiters ask prospects to join, and assist them in completing Membership Document (#100).

HOW TO ORGANIZE AN IN-HOUSE OPEN HOUSE

An “in-house open house” provides a comfortable, casual atmosphere in which one or two host-recruiters and wives introduce prospect couples to the local council and the Order:

- Solicit volunteer recruiters to host open house in their homes.
- Plan a casual event where a small group gets together to enjoy each others' company and learn about the K of C (coffee and a card game, barbecue, brunch, evening of drinks and conversation, etc.).
- Personally invite three to five prospects, making sure the invitation is for husband and wife.
- Order *Experience of a Lifetime* video (see page 15) at least three weeks prior.
- Have Membership Documents (#100) on hand and order other promotional/membership flyers – “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (4496), “What this organization stands for...” booklet (#4495), “Did You Know?” flyer (#1267), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), Columbia magazine – to distribute along with council newsletter (see page 15).
- Show the video and discuss council activities/benefits. Encourage host spouse to discuss fun/benefits of family activities.
- INVITE prospective families to join!
- Assist prospects in completing Membership Documents.
- Inform prospects of the admission committee meeting, First Degree date, and make arrangements to escort them to the degree. (Plan First Degree within two weeks of in-house open house.)

HOW TO CONDUCT A RECRUITMENT INVITATION PROGRAM

The Membership Recruitment Invitation is a tool for making initial contact with Knights of Columbus prospects. It is effective when used in tandem with personal follow-up that stresses the fraternal and family benefits of membership in the Order.

- Obtain the council's prospect list (see page 4).
- Order a supply of Membership Invitations (#2599) and envelopes from Supply Department (see page 15) or design your own invitation.
- Address an invitation to each prospect and his family, personally signed by the grand knight.
- Telephone each prospect within one week of mailing to arrange a home visit by the membership committee or a recruitment team.
- View video production of *Experience of a Lifetime or Recruitment Flip Chart* or use Flip Chart/Binder (#889, #889A).
- Review promotional materials with prospect/wife – “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (4496), “What this organization stands for...” booklet (#4495), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), Columbia magazine, council newsletters, etc. (see page 15).
- **ASK THE PROSPECT TO JOIN.** Assist him in completing his Membership Document (#100), collect fees.
- Ensure a prompt initiation. Inform the candidate of dates for admission committee interview, First Degree.
- Complete proposer duties:
 - Accompany to admission committee interview, First Degree, council meetings;
 - Introduce prospect and family to council members;
 - See that prospect is assigned to committees/programs of interest;
 - Encourage prospect to complete Second/Third Degrees. Accompany to exemplifications.

HOW TO RECRUIT FORMER MEMBERS

Former Knights are men who are familiar with the ideals of Columbianism. They left the Order at one time but represent a pool of prospects councils should not overlook in striving for membership growth.

- Appoint a special “Welcome Back Brother” or “Operation Re-Member” committee specifically to recruit former members. Past grand knights familiar with circumstances of earlier departures are especially suited.
- Obtain a list of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain K of C insurance policies) from Department of Fraternal Services. Check with your financial secretary for additional names and most recent addresses.
- Review the list to determine former members known to be residing in the area and still eligible for membership.
- Prepare information/presentation for former members highlighting changes, new programs/activities/benefits and recent council achievements.
- Order “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (4496), “What this organization stands for...” booklet (#4495), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefits flyer (#2773), etc., from Supply Department. Prepare kits for distribution.
- Contact each former member by phone to arrange a personal visit or invite them to a reception for former members.
- If conducting personal visits, follow the procedure outlined on page 5 for recruitment teams, tailoring presentation to highlight new changes/benefits, etc.
- If planning a “Welcome Back” or former member reception, use the open house procedures outlined on page 7.
- Refer to the *Grand Knight’s Handbook* (#915) Membership Procedures section, for proper procedures for recruiting former members.
- Ask every former member visited or those at reception to sign Membership Document (#100) to renew membership.

NOTE: Reactivating inactive insurance members qualifies council for both membership and insurance additions toward Father McGivney and Founders’ Awards quotas.

NOTE: Reinstatements, readmissions or reapplications qualify council for membership additions for Father McGivney Award.

HOW TO PROMOTE THE INSURANCE PROGRAM

The Order was founded in part to provide financial security to working-class families who lost their breadwinner. Today, one of our primary fraternal benefits is still our insurance program. Every member should be made aware of available insurance benefits for his own well-being and that of his family.

- Establish a good working relationship between your financial secretary and your insurance agent.
- Introduce the insurance agent at all council meetings or events and invite him to speak.
- Refer all insurance-related questions to the council's insurance agent.
- Send copies of all Membership Documents (#100) for new members to the general agent immediately following the First Degree.
- Make sure the insurance agent is included on the council mailing list.
- Include the insurance agent in all council planning sessions so he can be represented at council events when possible or appropriate.
- Ask the insurance agent to:
 - 1) Write a message for each issue of the council's newsletter including name, address and telephone number. (Use "Suggested Articles for Council Bulletins," #155, #155A, #155B.)
 - 2) Place a K of C insurance advertisements in council newsletter.
 - 3) Serve as council insurance promotion chairman.
 - 4) Serve as a trainer for recruitment teams.
- Conduct Fraternal Benefits Nights. Insurance agent can obtain Fraternal Benefits Night kit from the Supply Department.
- Promote the availability of the Insurance Plan to all candidates and spouses. Application on back of Membership Document.
- Strive to attain Founders' Award – refer to Supreme Council Awards section in the Surge...with Service manual (#962).
- Compete for Insurance Promotion Award – refer to Supreme Council Awards section in the Surge...with Service manual.

HOW TO USE AN ADMISSION COMMITTEE

The admission committee, used correctly, ensures that applicants understand the Order and that the council understands what the candidate expects from his membership. This mutual understanding makes for a more thorough recruitment process and is the first step to membership retention.

- Enlist seven men to serve on the admission committee (appointed by grand knight).
- Order copies of the Admission Committee Reports (#283), Admission Committee Inquiries Guide (#390), and Admission Committee Questionnaire (#391) from Supply Department. Distribute to committee for review/use. (See page 15.)
- Forward all membership applications to the grand knight for referral to the admission committee within five days.
- Notify all applicants to appear before the committee.
- Conduct an interview using the Admission Committee Inquiries Guide. Request the applicant complete Admission Committee Questionnaire.
- Forward Admission Committee Report to grand knight.
- Read Admission Committee Report at the next meeting. Conduct balloting.
- Inform the candidates of the date of the next First Degree.
- Advise proposer to accompany candidate to degree.
- Assign new members to committees/activities that match the interests noted on their Admission Committee Questionnaire.
- Refer to the Grand Knight's Handbook (#915), Admission Committee section for complete instructions on admission committee.

HOW TO SCHEDULE AND CONDUCT FIRST DEGREES

Promptly advancing new members toward full Knighthood through the exemplification of degrees is absolutely essential to successfully building and maintaining membership. A well-organized regular schedule of degrees will ensure this progression and help prevent losing potential Knights.

- Sponsor a First Degree team, if possible. If not, participate on a district degree team.
- Schedule and conduct frequent First Degrees – preferably monthly or every other month.
- Publicize the degree schedule at council meetings, in council bulletins, advertisements and mailings.
- Schedule degrees around important K of C/council dates – be sure to avoid major holidays.
- Select honorees for each exemplification for greater impact, visibility and attendance.
- Contact candidates a day or two in advance to confirm attendance. Advise recommended attire.
- Arrange for proposer or member of recruitment committee to pick up candidate and escort to First Degree.
- Distribute Candidate Kits (#531) – rosary, K of C lapel pin, and These Men They Call Knights booklet (see page 15).
- Advise new members of the next Second and Third Degree exemplification date.
- Recognize new members and their proposers at the conclusion of the degree.
- Order and present generic New Member Certificates (#268) or current campaign degree certificates to degree recipients (see page 15).
- Print the names of new members in the next scheduled council bulletin.
- Recognize First and Second Degree team members to show appreciation (see certificates flyer, #2640).
- Notify neighboring councils of your degree dates. Invite those councils to attend your event.

HOW TO RECOGNIZE COUNCIL RECRUITERS

Every recruiter is a vital council asset and should be recognized as such. Small efforts to publicly acknowledge recruiter efforts can pay big dividends in increased recruitment activity.

- Promote current campaign awards/incentives.
- Recognize recruiters by awarding “Very Important Proposers” (V.I.P.) Club certificates and lapel pins. See V.I.P. Club flyer (#2488) for details.
- Solicit or purchase campaign prizes for recruiters, such as:
 - tickets to athletic/social events
 - certificates for dinners, weekend get-aways
 - sports equipment, family games, etc.
- Offer dues reduction for each new member recruited (i.e.: sponsor receives \$1 rebate per recruit or similar).
- Initiate a “Blazer Club,” awarding jackets to members who recruit 10 or more Knights.
- List recruiters in council bulletin, along with new recruits.
- Acknowledge recruiters at council meetings or with handwritten note.
- Order Certificates of Appreciation (#1579) for recruiters and periodically present at a council event or meeting (see page 14).
- Ensure proposer lists his membership number in Section 6 of the membership application for recording at the Supreme Council. Ask financial secretary to review documents before sending them to the Supreme Council.

HOW TO ORDER SUPPLIES/MEMBERSHIP VIDEOS

The Supreme Council office produces and distributes a wide variety of promotional materials to assist you in your membership efforts. They are described in the Supply Catalog (#1264) and Supreme Council publications and mailings, and can be ordered through the Supply Department or Department of Fraternal Services.

Printed Materials (Order from Supply Department)

Supply Department
Knights of Columbus
P.O. Box 1670
New Haven, CT 06507-0901
Fax (800) 266-6340

- Refer to Membership Recruitment/Retention section of Supply Catalog (#1264). Select materials best suited to your event.
- Choose additional items from current membership campaign materials.
- Use Requisition Form (#1) when ordering. Obtain grand knight or financial secretary signature on form.
- Order sufficient quantities for your membership event at least one month in advance.

Audiovisual Materials

(Order from Department of Fraternal Services)

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

- Refer to "K of C Audiovisuals" flyer (#1539) for descriptions/formats.
- Order one month in advance. All productions are available, at no cost, except a shipping and handling charge.
- Training Videos - Recruitment Teams:
 - *Sign 'Em Up*
 - *Two-On-One: Ten Steps to Recruiting Success*
- Promotional/Membership Videos – Prospects:
 - *Experience of a Lifetime*
 - *Membership Recruitment Flip Chart*
 - *Founding to Future*
 - *Life and Legacy of Father McGivney*(All these titles are available in VHS format and selected titles are also available in DVD format.)
- Submit order form from audiovisuals flyer, or call (203) 752-4752, one month in advance. Specify title, format, play date.

HOW TO DESCRIBE THE BENEFITS OF MEMBERSHIP

Use this list to describe the many benefits and opportunities that K of C members and their families enjoy.

- **COLUMBIA MAGAZINE** – Free subscription to the Order’s monthly magazine examining issues of concern to Knights, Catholics, and families.
- **K of C ROSARY** – Blessed by the supreme chaplain; presented during the First Degree exemplification.
- **DAILY MASS OF REMEMBRANCE AT ST. MARY’S CHURCH** – Mass for deceased members and their wives, and deceased members of the Squires program, at birthplace of the Order.
- **INSURANCE** – Portfolio of top-quality life insurance and annuity products exclusively for members and their families.
- **FAMILY FRATERNAL BENEFIT** – For eligible families: a) Pays \$1,500 for the child who dies before the age of 61 days; b) Pays \$750 for the child who is stillborn at least 20 weeks after conception; c) Offers guaranteed-issue insurance up to \$5,000 to any child under age 18.
- **ORPHAN BENEFIT** – \$80 monthly allotment for orphans of eligible families; up to \$7,000 in college scholarships available.
- **MEMBER/SPOUSE FRATERNAL BENEFIT** – Accidental death coverage for member and spouse at no cost.
- **NEW MEMBER PLAN** – Offers a one-time low-cost whole life policy to new members and their spouses.
- **WIDOW BENEFITS** – a) Continues to be covered under the Member/Spouse Fraternal Benefit; b) May purchase insurance or annuities up to 90 days after insured member’s death; c) Receives a free lifetime subscription to Columbia; d) Eligible with her children for scholarships, student loans, etc.
- **SCHOLARSHIPS** – Eight different scholarship programs for higher education available to members, their spouses, and children.
- **MATTHEWS AND SWIFT EDUCATIONAL TRUST FUND** – Scholarship benefits for the children of members killed or permanently disabled as a result of military conflict or as a result of criminal violence while lawfully performing their duties as police/fire personnel.
- **LEADERSHIP DEVELOPMENT** – Opportunity to build personal leadership skills.
- **FOURTH DEGREE** – Eligibility to join the “Patriotic Degree.”
- **HONORARY LIFE MEMBERSHIP** at Age 70 with 25 years of service.
- **MEMBERSHIP CARD** – Entitles participation in all Catholic, fraternal and social activities in over 11,000 councils throughout the world.
- **ACTIVITIES – FAMILY/ YOUTH/SOCIAL/ATHLETIC** – Participation in a variety of programs and activities conducted by local councils.

For more information on these benefits contact:
Knights of Columbus Supreme Council Office
1 Columbus Plaza
New Haven, CT 06510-3326
www.kofc.org



KNIGHTS OF COLUMBUS

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