The Need Could Not Be Greater

Young fathers face serious challenges today.

Knights of Columbus plays an important role in helping men to become better fathers, husbands and leaders. Together, we help each other find our mission and conform our lives to Christ and our principles – Charity, Unity, Fraternity and Patriotism. When we lead in this way we experience fulfilment, relationships improve, and others follow. Family life and communities are strengthened.

With this precious mission in our custody, we must spread the word to inform others about the features and benefits of joining our Order.

That is why the Supreme Council has developed a membership campaign to invite young men, specifically young fathers, to join the Order. Digital and print ads will be placed by the Supreme Council online and in select diocesan newspapers.

We invite all brother Knights to join us in making an intentional effort to reach out to young fathers.

This resource and all associated marketing assets are now available to you and fraternal leaders through our online Supply Store, accessible through the Officers Online portal.

Please review this resource with your leadership teams and use its components in your efforts and campaigns.

Let us pray that these renewed efforts may allow us to introduce our brotherhood and its many benefits to new fathers and men, and inspire them to join our Order. With the intercession of St. Joseph and our founder, Blessed Michael McGivney, we are confident we can surely summon the collective creative courage to do so.

What You Can Do

1. Identify Catholic fathers in your circle of family, friends, parish community. Set yourself a minimum goal, for example, reaching out to at least five fathers.

2. Broach the topics of leadership, faith, peace, sense of fulfilment or transmission of faith with them. These are often important concerns young fathers carry in their hearts.

3. Explain our mission to them. We empower Catholic men to live their faith at home, in their parish, at work and in their communities.

4. Invite them to visit kofc.org and consider speaking to their spouses about enrolling as a member.

5. Use components of this toolkit in your activities and communications throughout the year.
An Invitation to Young Fathers

General Insights Into Young Fathers

- Knows he is called to lead by example
- Wishes to overcome his fears
- Understands he must anchor his faith, family and values on solid ground
- Sees the dangers threatening his family
- Is wrestling with his own vulnerability and mortality
- Struggles with work-life imbalance
- Spends a considerable time online including email and social media
- Appreciates our principles: Charity, Unity, Fraternity and Patriotism

Where to look for young fathers?
- Church
- Catholic school or faith group
- Relatives and acquaintances
- At work or the gym ...

Make your invitation personal – invite men to contribute to the work of your council.
Talking Points

Talking points are short messages related to very specific topics that, as a rule, ought to be shared in our conversations. You can consider this part of our “mission” as we speak to people in our parishes and communities.

Brotherhood

“We are brothers – united in faith and service to our families and communities.”

Leading with Faith

“Faced with many challenges, our faith is essential to finding peace, joy and fulfilment, and it guides all of our work as Knights.”

“We help members to build their lives and those of their families on the solid foundation of our Catholic faith.”

Financial Security

“We help families obtain financial security and make a charitable impact with a portion of the profits.”

“Family security is at the heart of the mission given to us by our founder, Blessed Michael McGivney.”

“Our Order offers the most robust lineup of Catholic life insurance and investment strategies and products in the world.”

Call-to-Action in All Conversations:

1. Take some time to learn more. Visit kofc.org
2. Pray about it.
3. Learn about our history – see how much good the Order has done at home and around the world.
Using Social Media

Our young fathers toolkit includes graphics and texts that can be easily used on your own social media accounts or those belonging to your local council, parish or church group. Additionally, these can be included in your council newsletters, published to websites or shared via email.

General Advice

- Follow us – share, like and comment on our posts
- Post your own content, focusing on remaining humble, loving and inviting to all
- Be brief, include inspiring photos
- Offer a clear call to action or website (kofc.org)
- Whenever possible, opt for a series of posts (as opposed to a single post)

Inspiring Photos – Tips

- The best photos showcase human emotion/expression
- Try to zoom in on one or a few persons
- Consider if K of C branding is possible
- Write a short caption that tells the story (try to include the Who, What, When, Where, Why)

Sample Social Texts

Sample first post: Fathers face serious challenges today. Our best antidote: The health and wellbeing of the family – the domestic Church. Build your family on solid ground. Visit kofc.org today to learn how the Knights of Columbus are here to help.

Sample second post: Together, we help each other find our mission and conform our lives to Christ and the Order’s principles – Charity, Unity, Fraternity and Patriotism. When we lead in this way, others follow. Visit kofc.org today to learn how the Knights of Columbus are here to help.

Sample third post: Passing the gift of faith to your children is the single, greatest gift you could offer them. When we lead in this way, others follow. Visit kofc.org today to learn how the Knights of Columbus are here to help.
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Posters

Lead, they’ll follow.

Print this poster and display it in your church hall, parish school or other highly visible common area (making sure you inform or request approval from the appropriate persons). It can also be posted on websites, shared via email or on social media.

Access these complete resources — Go to SUPPLIES ONLINE via your Officers Online or Agent Portal page.
Bulletin Announcements

Please share these bulletin texts with your pastor or parish administration and consider updating the end of the announcement with a call to action that is localized to your local council. When space allows, include the poster/ad.

OPTION 1 – Knights of Columbus: help men grow in faith, lead by action.

Knights of Columbus invites fathers to build their lives on solid ground – to become the spouse, father and man God created them to be, fulfilled and fully alive. Inspired by Blessed Michael McGivney, St. Joseph, and our four principles – Charity, Unity, Fraternity and Patriotism – our international community of Catholic men is composed of more than 2 million members who wish to grow in faith, support each other and lead our families through concrete action at home and wherever there’s a need. Learn more at kofc.org and find out how you can make a difference and enjoy the benefits of becoming a Knight. [space here for a local council contact name and number]. Lead, they’ll follow.

OPTION 2 – Fathers & Faith.

The need could not be greater. Fathers and families face serious spiritual challenges. Knights of Columbus plays an important role in helping men become better fathers, husbands, and leaders. Together we help each other find our mission and conform our lives to Christ and our Order’s principles of Charity, Unity, Fraternity and Patriotism. When we lead in this way we experience fulfilment, relationships improve, and others follow. Know men who are searching for faith and eager to do more? Send them to kofc.org for info. [space here for a local council contact name and number]. Lead, they’ll follow.

OPTION 3 – Are you building your family on solid ground?

It’s a question every Catholic man needs to ask – and answer. God calls you to lead with faith in all you do. The Knights of Columbus is here to help. We offer the Catholic faith formation, financial protection, and family resources that can help you grow as a father, husband, and leader. With the Knights, you can become the man you want to be – and your family needs. Learn more at kofc.org and find out how you can make a difference and enjoy the benefits of becoming a Knight. [space here for a local council contact name and number]. Lead, they’ll follow.

If your bulletin allows for it, please include one of our posters or social media graphics.

Access these complete resources — Go to SUPPLIES ONLINE via your Officers Online or Agent Portal page.
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Promote & Recruit

1. Ask your pastor and parish administration to include K of C announcements in your local bulletin/parish newsletter.

2. Print and post poster in your church hall, parish school or other highly visible common area.

3. Ask council officers and members to utilize these resources on their personal social media accounts and share with other parish groups leaders to help find eligible men.

4. Ask your pastor to allow you to speak at select Masses – deliver a short (1-2 min) invitation to join the Order.

5. Hold a membership information night.

6. Organize an event specifically attractive to younger families to support young fathers. Go to kofc.org/faithinaction for family program resources.

Program Idea: Movie Knights

DID YOU KNOW?

The Knights of Columbus produces quality, Emmy Award-winning documentaries.

Why not invite parishioners or persons in your community to gather around a movie and use the opportunity to introduce the work of the Order?

Recent titles include

- St. Joseph: Our Spiritual Father
- Fr. Michael McGivney – An American Blessed
- Liberating a Continent – John Paul II and the Fall of Communism
- Guadalupe: The Miracle and the Message