

### ***The Value of Membership Referrals***

As a professional insurance agent, one of the things I appreciate most is when one of my brother Knight clients or his wife refers another member to me. This is a great endorsement of the service I provided. It tells me that they were so pleased with what I helped them accomplish that they want me to help others achieve the same level of financial safety and security. When I meet with you, please pass along the names of those who might be able to benefit from the analysis that I provide.

Similarly, there is no stronger membership recruiting tool than the referral. How many of us know an eligible Catholic male who is not a member of the Knights of Columbus? Do you have Catholic family or friends, local or not, who have yet to join? Most likely, they've never been asked and don't know enough about the Order to seek out membership on their own.

If you have names of potential members, please pass them along to me or your Grand Knight. Let us know if we can use your name when we contact the gentlemen in question. It's always more effective to tell a candidate for membership that he was recommended by a current member, especially someone he knows. Don't worry if the candidate is outside the area I serve or beyond the district of the local councils, we can make sure we put these future members in touch with the right people in their communities.

New members are the lifeblood of the Order. All the good deeds done by the Order are driven by the members. Over the past decade, Knights have given more than \$1.475 billion to charity and provided in excess of 673 million hours of service. And our membership has merely scratched the surface in North America. Imagine the potential.