



# Point the World to Jesus Christ

RESOURCE FOR OUTREACH TO NEW MEMBERS  
FOR USE AT THE STATE, DISTRICT AND COUNCIL  
LEVELS BY FRATERNAL LEADERS AND AGENTS,  
AND IS NOT FOR PUBLIC DISSEMINATION.

Prepared by Knights of Columbus / April 2024



**Knights of  
Columbus®**



**“** *Times have changed. The culture is growing more hostile to our faith. And the two institutions that are most essential to human flourishing — the family and the Church — are facing mounting threats. In these difficult times, so much depends on our commitment to our mission. Will we be credible witnesses to a living faith? Will ours be a charity that evangelizes? Will we stand for the truth without apology and without counting the cost? Our answer is the same as Father McGivney’s: Yes! We will point the world to Jesus Christ. He is the light that shines in the darkness. And he will shine through the Knights of Columbus.* **”**

- Supreme Knight Patrick Kelly  
Annual Report of the Supreme Knight 2023



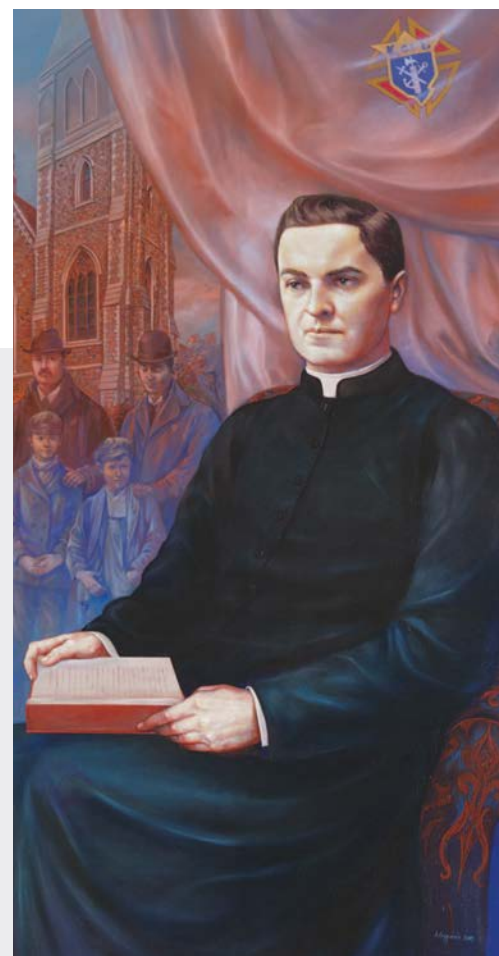
“ Above all else, the Knights of Columbus exists to protect the Catholic family — by strengthening the Catholic man. We seek to help men become better husbands, better fathers and better disciples of Christ our King.

We have pursued this mission since the 1880s, when the first Knights gathered in a parish basement in New Haven, Connecticut. Our Founder, Blessed Michael McGivney, recognized that Catholic families in his parish were under siege. Young men in particular were being pulled away from the faith. Fathers were turning to non-Catholic groups, while many others died in the factories. Father McGivney created the Knights to confront this crisis, and, clearly, he was on to something.

What started with a handful of men in a parish basement has grown to more than 2 million members. The Knights of Columbus is now the world’s largest lay Catholic organization — and most of our men are husbands and fathers. To this day, we aim to help them embrace God’s call to be protectors, providers and the spiritual leaders of their families. And if anything, I believe that our mission has become even more important. In many ways, the challenges facing the family in the 19th century pale in comparison to the challenges we now face in the 21st century. ”

From “The Eucharistic Heart of a Father”

Supreme Knight Kelly delivered this address at the New York State Eucharistic Congress in Auriesville, N.Y., on October 21, 2023.



Father McGivney’s mission was to draw men closer to Jesus Christ in an intentional relationship, so that they may lead and protect their families in faith. This mission has not changed, and everything we do flows from it. Whether through our charitable outreach, faith-formation initiatives or the financial products and services we offer members, our work stems from Father McGivney’s vision.

This toolkit will help you and your council talk about the challenges facing men and their families today and how Knights of Columbus stands firmly in the breach to help men lead their families and the world to Jesus Christ.



## ▶ Toolkit Components

1. Talking Points
2. How Knights of Columbus Points to Jesus Christ
3. How Your Council Points to Jesus Christ
4. Recruitment Materials

Help us spread the word that Knights of Columbus is the premier Catholic partner for men and their families in this moment, and for the rest of their lives. Use these resources as you plan your recruiting efforts throughout the year, including membership drives, Church Drives and one-on-one recruiting. Partnerships between field agents and councils can be very fruitful, so consider ways to collaborate with one another to fulfill Father McGivney's mission and vision of protecting Catholic families. Finally, consider inviting your members and their wives to share about their experience with Knights of Columbus and how being part of the council has helped the entire family grow closer to Christ.



Find these resources and more on your **ONLINE SUPPLY STORE.**

**Stay informed and connected by following our social channels**

 [@KnightsOfColumbus](#)

 [@kofc\\_official](#)

 [@kofc\\_official](#)

 [@KnightsOfColumbus](#)

 [@knights-of-columbus](#)

Hashtag **#KOFC**



Use these short messages to help your council share the mission of Knights of Columbus. As you share these talking points with prospective members and their families, highlight the different ways in which Knights of Columbus points to Jesus Christ around the world and specifically within your council. Additional notes follow to help you frame these messages in your conversations.

▶ **We form men and their families in their faith.**

Our mission and the work that it has inspired are not possible without a foundation of faith — Christ as the cornerstone of our lives. Like Blessed Michael McGivney, we believe that when men come together in fraternity seeking to grow in faith, they obtain the change they are longing for in their lives, families, communities and the world.

▶ **We help protect Catholic families financially.**

Knights of Columbus is the leading Catholic fraternal benefit organization in the world. Members have access to an array of financial products and services that are managed in ways that align with our Catholic values.

▶ **We defend a culture of life.**

Knights of Columbus upholds the dignity of every person at every stage of life.

▶ **We help those in need.**

Our first principle is charity, and we live by the philosophy: where there's a need, there's a Knight.





## ► Forming men and their families in their faith

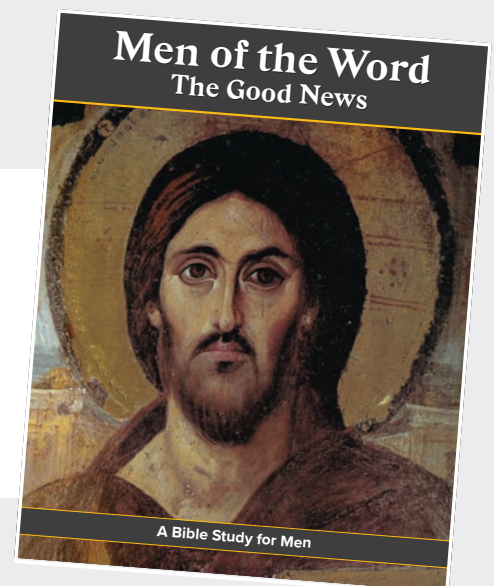
Knights of Columbus **launched Cor** to strengthen Catholic men in faith and virtue as missionary disciples. These in-person *Cor* gatherings seek to draw men into a **deeper relationship with Jesus Christ** through prayer, formation and fraternity.



In September 2023, we released *Into the Breach: The Mission of the Family*, a video series which has been viewed more than **1.57 million times**. This series can be viewed at [kofc.org/IntotheBreach](https://kofc.org/IntotheBreach)

  
**1.57**  
MILLION  
VIEWS

For over 75 years, Catholic Information Service (CIS) has provided men and their families resources to be formed in the Catholic faith. Popular items include *Vivat Jesus*, *A Scriptural Rosary for the Family*, and our first Bible study for men, *Men of the Word*. Resources can be purchased at [kofc.org/ShopCIS](https://kofc.org/ShopCIS)

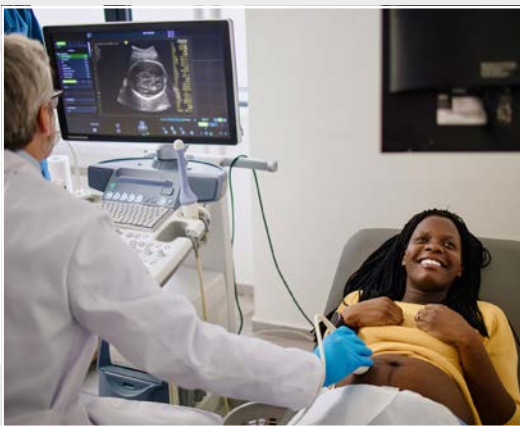




## ▶ Defending a culture of life

  
**\$5M+**  
DONATED  
TO ASAP

In a post-Roe world, we continue to promote and defend life. Now more than ever, our witness to a culture of life is needed. In 2023, Knights donated \$5,045,631 to the **Aid and Support After Pregnancy (ASAP)** program to support pregnancy resource centers and mothers in need.



Since 2009, we distributed more than 1,500 ultrasound machines empowering women to see their unborn children.

  
**1,500+**  
MACHINES  
DISTRIBUTED

Knights continue to support the National March for Life in Washington, D.C., as primary sponsors. Every year, thousands of Knights participate in the event as well as state and provincial marches around the world.



Striving for a culture of life means making a space for all, regardless of abilities. Knights councils are encouraged to sponsor Masses for People with Special Needs, giving them and their families an opportunity to integrate more deeply in parish life and have access to the sacraments.



## ▶ Protecting Catholic families financially

Knights of Columbus offers a suite of life insurance products to members and their families and has been named to the Forbes America's 2024 Best Insurance Companies List.\*

\*Knights of Columbus ranked #22 in the permanent life insurance category on Forbes' 2024 America's Best Insurance Companies list. Forbes partnered with Statista to independently survey more than 15,000 customers who owned at least one insurance policy across 7 insurance product categories. / \*\*As of December 2023.



# \$123

BILLION\*\*

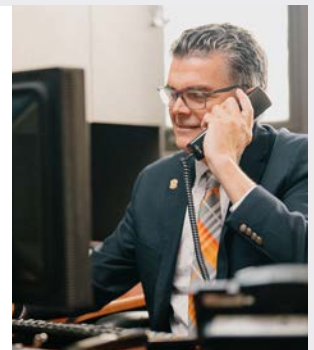
LIFE INSURANCE  
IN FORCE



**Knights of  
Columbus**  
Asset Advisors®

In addition, the organization offers investment services in accord with Catholic social teaching through its subsidiary, Knights of Columbus Asset Advisors (“KoCAA”).

*KoCAA is an SEC Registered Investment Adviser and has \$27 billion in assets under management as of December 31, 2023. For important additional information, please visit: <https://www.kofc.org/en/policies/kocaa-disclosure.html>*



**Knights of  
Columbus**  
Charitable Fund™

Through Knights of Columbus Charitable Fund (“KCCF”), donors have generously given **3,700 grants totaling \$36.6 million to 1,250 charities\*\*** across North America, Europe, and Asia.

*Knights of Columbus Charitable Fund (“KCCF”) is an independent, nonprofit, public charity with a donor-advised fund program. To learn more about KCCF, please visit [KnightsCharitable.org](https://KnightsCharitable.org)*



# \$36.6M

GRANTED TO  
CHARITABLE CAUSES

## ▶ Helping those in need



# 7.7M

LBS. OF SUPPLIES  
DISTRIBUTED

Distributed millions of pounds of necessities to over **1.6 million people** in Ukraine



# 1M

COATS  
DONATED

Celebrated the **distribution of our 1 millionth coat** through our **Coats for Kids** program since 2009



# \$12.7

MILLION  
DONATED

Raised **\$1.8 million** to assist those impacted by natural disasters



Reflect on these questions to help you talk about how your council lives out this mission.

## How does your council form men in their faith?

- ▶ Have you offered retreats, holy hours, Eucharistic processions or novenas?
- ▶ Have you launched *Cor* at your parish?
- ▶ Is prayer an integral part of your council life?
- ▶ What role does your chaplain play in the life of your council?

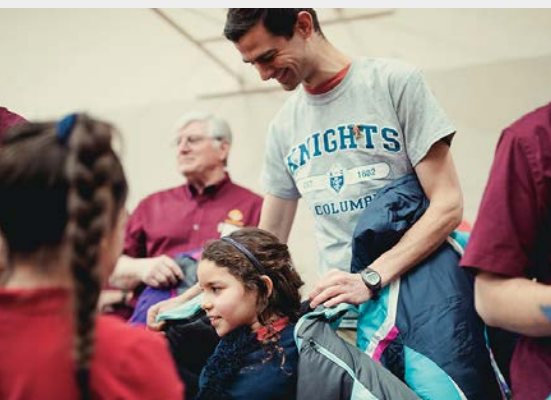


## How does your council build a culture of life?

- ▶ Have you donated time or resources to a pregnancy resource center or local maternity home by participating in the ASAP program?
- ▶ Have you participated in a March for Life?
- ▶ Has your council organized a Mass for people with special needs?

## How does your council help protect Catholic families financially?

- ▶ Do you collaborate with your local field agent and agency on programs, recruitment drives and council events?
- ▶ Has your council partnered with your local agent or agency to hold a Fraternal Benefit Event?
- ▶ Have you reviewed the benefits of opening a Council Account with Knights of Columbus Charitable Fund?



## How does your council help those in need?

- ▶ Have you participated in disaster relief, Coats for Kids or other charitable programs?
- ▶ How do you support your parish community?
- ▶ Have you stepped up to help a fellow Knight in need?

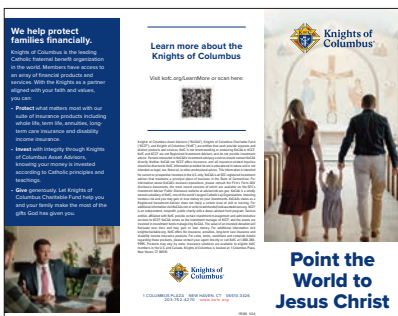


## Help us point the world to Jesus Christ

We have developed resources your council can use to help invite the men of your parish and community to point the world to Jesus Christ. These resources should be used to support state and local recruiting efforts. With permission of your pastor, they can also be used in a Church Drive.



### Brochure

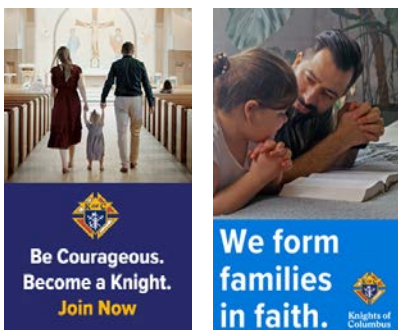


### Informational Cards



These resources can be ordered on **Supplies Online** and distributed at events and Church Drives.

### Social media graphics



### Video



These resources can be downloaded from **Supplies Online** and used on your council social media platforms. You can also play the video at council events and programs.

### What you can do:

- ▶ **Identify** potential new Knights. There are men in your parish who would be strong members. Talk to them.
- ▶ Councils and field agents should **collaborate** on recruitment efforts.
- ▶ **Explain our mission.** Catholic men may think they know what Knights of Columbus is, especially at the local level, but they may not have the whole picture of the broader organization. Share how the Knights is pointing the world to Jesus Christ.
- ▶ **Invite them to join online** right away by visiting [kofc.org/Join](https://kofc.org/Join) and helping them complete the form. Don't forget to make sure they confirm their membership by opening their email and clicking the "Confirm Membership" button.
- ▶ If they are still unsure about joining after your conversation, **invite them to visit** [kofc.org/LearnMore](https://kofc.org/LearnMore) to request more information.
- ▶ **Use the resources** in this toolkit to spread the word. Hand out the resources to both men and women, and invite the women in your parish to share the information with their husbands, brothers, fathers and friends.



## ▶ Sample Bulletin Ad

The Knights of Columbus exists to protect the Catholic family by strengthening the Catholic man. We empower men to become better husbands, better fathers and better disciples of Jesus Christ. All practical Catholic men, eighteen and older, are invited to join our council. You can join online today by visiting [kofc.org/join](http://kofc.org/join). When prompted for a “Preferred Council Number” please enter [Council #]. Use promo code “BLESSEDMCGIVNEY” to receive your first year of membership free. Please contact [Contact Name] at [Contact Phone OR Email] with any questions.

## ▶ Sample Pulpit Announcement

### COUNCIL MEMBER:

**Member:** Good [EVENING/MORNING/AFTERNOON]. My name is [NAME] and I am a Knight of Columbus and member of [COUNCIL NAME] here at [PARISH NAME]. Being a member of Knights of Columbus has helped me and my family grow in faith through our participation in [INSERT EXAMPLE]. As a husband and father, I am called to protect my family. Through the support and fraternity of my brother Knights, I can fulfill this call in a deep and meaningful way.

I know some of you may be thinking you don't have the time to attend everything, and that's okay. I don't make every event or program our council does. The important thing is that by being a Knight, I have promised to become the best Catholic man I can be. I attend what I can and support what I can, but at all times, I'm committed to being a Knight and growing in my relationship with Jesus Christ.

Knights of Columbus provides us the tools and resources we need to be leaders at home, here in our parish and in our communities so we can be better husbands, fathers and Catholics. Men, if you are eighteen years or older, I invite you to join me, my family and the Knights of Columbus as we work to point the world to Jesus Christ. My brother Knights and I will be at the back of church following Mass to help you sign up and answer any questions you have. Thank you and God bless!

### COUNCIL MEMBER AND HIS WIFE:

**Member:** Good [EVENING/MORNING/AFTERNOON]. My name is [NAME] and this is my wife, [WIFE'S NAME]. I am a Knight of Columbus and member of [COUNCIL NAME] here at [PARISH NAME]. Being a member of Knights of Columbus has helped me and my family grow in faith through our participation in [INSERT EXAMPLE]. As a husband and father, I am called to protect my family. Through the support and fraternity of my brother Knights, I can fulfill this call in a deep and meaningful way.

**Wife:** As [HUSBAND'S NAME] said, my name is [NAME], and I'd like to quickly share how my husband's membership in Knights of Columbus has impacted our whole family. Together, we [INSERT EXAMPLE ie. PRAY TOGETHER, ATTEND COUNCIL EVENTS TOGETHER, SERVE TOGETHER]. Our children get to see [HUSBAND'S NAME] practice his faith and lead our family. I am grateful for his example and the opportunities we get to spend time as a family, while also being surrounded by other like-minded families.

**Member:** Knights of Columbus provides us the tools and resources we need to be leaders at home, here in our parish and in our communities so that we can be better husbands, fathers and Catholics. Men, if you are eighteen years or older, I invite you to join me, my family, and my brother Knights as we work to point the world to Jesus Christ. [WIFE'S NAME] and I will be at the back of church following Mass to help you sign up and to answer any questions you have. Thank you and God Bless!



## Blessed Michael McGivney's mission

Catholic families are on a battlefield standing firm amid a culture pushing against them. Knights of Columbus is here to help. We are proudly carrying out Blessed Michael McGivney's mission by helping men and their families grow in their faith, protecting what matters most and defending the Truth.

Scan to  
watch now:



**Knights of  
Columbus®**