

GO KICK TWO

FOOTBALL WATCH PARTY EVENT GUIDEBOOK FOR COUNCILS



What is a football watch party event?

A watch party is an event hosted by a KofC Agent, Council or both. The event is centered around watching the local favorite NFL or College football game. Events should run during the football season, and provide a fun, family-friendly, community event for people to gather and get to know the local Knights.

Why host a watch party?

At the Knights we strive for greatness. In order to reach new heights, we need to continue extending the invitation and hand of brotherhood to all catholic men.

The **Go For Two** initiative is all about pushing past the standard expectations and doubling down on our commitment to carry forward Fr. McGivney's culture of invitation.

At this year's 143rd Supreme Convention, Supreme Knight Patrick Kelly renewed his call to all Knights, saying:

"I am grateful to those of you who invited someone to join last year. And I renew my call for every Knight to invite two men to join us in the next year."

– Supreme Knight Patrick Kelly

Football Watch Parties are the perfect event to do just that.

Social events hosted by a local council and/or agent have proven to be a successful method of recruiting new members!

They provide a low-pressure atmosphere, with immense opportunity to educate the community on who the Knights are and what we offer to not just Catholic men, but their families too.

Having the event be centered around entertainment, *in this case a local favorite football game*, allows attendees the opportunity to socialize and get to know you and your council on a personal level.

How to host a successful watch party!

Step One: Proper Planning.

Although it seems like a simple football watch party, be sure to give attendees ample time to learn about and RSVP to your event. We suggest a 4-week minimum window to plan and notify the community of the details of your event!

(Refer to the Fraternal Benefits Event Guidebook for an extensive list of planning key tasks that can be suitable for this event too)

Team up with your local KofC Agent to share the responsibilities in promoting and providing for such a large event!

Step Two: The Details

A watch party should include the following:

- ✗ **Proper event space** – Consider using a council hall, church basement, local restaurant, or community outdoor space! Choose a space that is easy to get to, with room for proper accommodations.
- ✗ **The tech** – Make sure you have a plan of how to watch the game! If you are hosting the event at a space that does not typically provide screens, be sure to bring one.
 - You can purchase a projector with a large screen for a reasonable price on Amazon perfect to stream a football game. These screens can be used time and time again for other events, like FBE's.
- ✗ **The food** – Depending on the timing of your event make sure to provide proper food and drink for attendees.
 - Be sure to include details in the event invitations whether you will be providing a meal (breakfast, lunch, dinner and drinks) or refreshments (appetizers, snacks and drinks).
 - Think family friendly tailgating themes, pizza party or ice cream socials!
 - Details matter and will affect attendance so be sure to plan accordingly!
- ✗ **A raffle or giveaway** – To draw a bigger crowd and to help with recruitment consider having a raffle or giveaway at your event.
 - A raffle is a great way to collect contact information for prospective members.
 - Have attendees fill out contact information sheets to enter! Consider adding details such “I am interested in becoming a member”
 - Giveaways are a great way to sign new members up. Offer a giveaway item to all men who join the Knights at your event! Or a giveaway to Knights who bring a friend who joins that day too!
 - Prizes – Check out KnightsGear for prizes you can use in your giveaway. Some ideas include: Sports stress ball set (this is an agent item check with your local GA), tumblers, t-shirts and more! Consider giving away a larger custom item for the grand prize winner like a customized cooler, or gift card to a local restaurant!



Step Three: Spread the word!

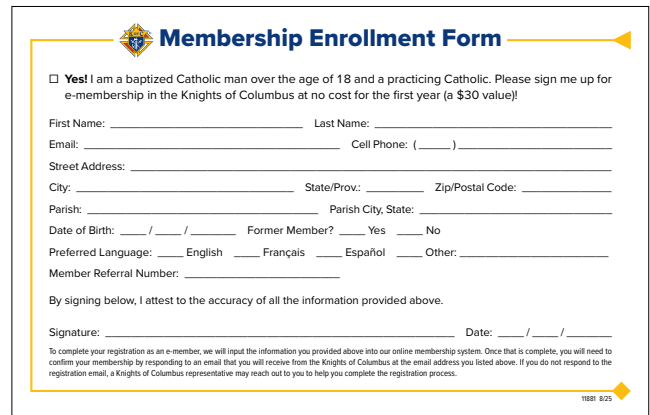
Event promotion should be fun, engaging and a community wide push! Use the **Go For Two** – **Community Watch Party Event Flyers** available on the Supply Store to extend the invitation.

- ✗ Use the flyer digitally, on your social media accounts!
- ✗ Send an invitation out via email to members, friends and parish members too.
- ✗ Ask Father if you can hand out the flyers before or after mass leading up to the event, post them on the bulletin board or submit a reminder to be shared at the conclusion of mass.

Step Four: Be ready

Make sure you have adequate number of volunteers (council members) to help you run a successful event. You will want a good number of Knights “working” the event, greeting attendees, passing out brochures, filling out membership enrollment cards, promoting raffle tickets and helping with food. Be sure to have set up a table with adequate materials. Suggestions include:

- ✗ Sufficient amount of Membership Enrollment Forms (#11881)
- ✗ Brochures –
 - 11586 – Point the World to Jesus Christ
 - 11730 – Fraternal Benefits Card
 - 10099 – 24 Hours to Be a Knight
 - 11541 – Cor brochure
- ✗ Membership One Pager – Our Growing Brotherhood
- ✗ Join Our Legacy Postcard #11891
- ✗ Knights of Columbus pens (non-branded is also fine).



Membership Enrollment Form

Yes! I am a baptized Catholic man over the age of 18 and a practicing Catholic. Please sign me up for e-membership in the Knights of Columbus at no cost for the first year (a \$30 value!)

First Name: _____ Last Name: _____
Email: _____ Cell Phone: (____) _____
Street Address: _____
City: _____ State/Prov: _____ Zip/Postal Code: _____
Parish: _____ Parish City, State: _____
Date of Birth: ____/____/____ Former Member? ____ Yes ____ No
Preferred Language: ____ English ____ Français ____ Español ____ Other: _____
Member Referral Number: _____

By signing below, I attest to the accuracy of all the information provided above.

Signature: _____ Date: ____/____/____

To complete your registration as an e-member, we will input the information you provided above into our online membership system. Once that is complete, you will need to confirm your membership by responding to an email that you will receive from the Knights of Columbus at the email address you listed above. If you do not respond to the registration email, a Knights of Columbus representative may reach out to you to help you complete the registration process.

11881 8/25



Step Five: Execute and Go For Two!

Remember, although this event is meant to be a place for the community to come together and enjoy the game – you also want to spread the word of the Knights and extend the invitation of brotherhood to as many men as possible. Rely on your team of brother Knights and Go For Two!



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