



Fishers of Men: Extend the Invitation

A Membership Growth Competition for Councils

July 1 – October 31, 2025

(Insurance Jurisdictions Only)

By Total Gains (min. 100% of Quota)

- **1st Place** (1 per territory) – \$2,000 + a film crew at event (*see details below*)
- **2nd Place** (1 per territory) – \$1,000
- **3rd Place** (1 per territory) – \$750

By Percentage of Quota (min. 100% of Quota)

- **1st Place** (1 per territory) – \$2,000
- **2nd Place** (1 per territory) – \$1,000
- **3rd Place** (1 per territory) – \$750
- **4th - 25th Place** (22 per territory) – \$250

Rules and Criteria

The United States and Canada are split into five territories as shown below. The **top three recruiting councils by total membership gains** and the **top 25 recruiting councils by percentage of quota** in each territory will receive money from the Supreme Council Home Office to use toward holding a council/parish event during the 2025-2026 fraternal year.

Councils must meet a minimum of 100% of their 2025-2026 fraternal year membership quota between July 1 – October 31, 2025, to earn the award. Refer to the breakdown of payouts above and the criteria for hosting your event below.

A council can potentially earn the award in both categories, thereby receiving more money for their event.

Jurisdictions by Territorial Growth Director

- **Ken Latham** – Connecticut, Delaware, District of Columbia, Maryland, Massachusetts, New Jersey, New York, Newfoundland/Labrador, Nova Scotia, Ohio, Pennsylvania, Prince Edward Island, Rhode Island
- **Steve Cohen** – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia, West Virginia
- **Alain Cayer** – Illinois, Indiana, Maine, Michigan, New Brunswick, New Hampshire, Ontario, Quebec, Vermont, Wisconsin
- **Jim Caffrey** – Iowa, Kansas, Manitoba, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Texas
- **Bob Kish** – Alaska, Alberta, Arizona, British Columbia, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, Wyoming

Winners Criteria

Each council that receives money for their event from the Supreme Council Home Office is **required to use the money to host a council/parish event during the 2025-2026 fraternal year**. The event should ultimately help drive additional growth for your council and attract men in your parish and community. For example, you might host a family friendly event, a charitable event, or parish men's retreat. *Councils are encouraged to take pictures of their event, share them on Facebook and/or Instagram, and tag @kofc_official so the Supreme Council can reshare your post with brother Knights around the world.*

The five councils from each territory that earn first place for total membership gains will be *required* to work with their state council and regional growth director on planning their council event. The Supreme Council Home Office will send a film crew to the event if it meets proper criteria (more details to follow). The video will be shared Orderwide and on social media, including YouTube, to highlight the council event and encourage other men to join the Order.



Fishers of Men: Extend the Invitation

How can my council achieve 100% of quota and earn this award?

Work with your District Deputy to create a strategy. Develop a membership growth strategy and action plan with your DD. Consider the tactics below as you create this plan. **There are many resources on Supplies Online** to help you invite new members to join — these include the “Fishers of Men” catalog and “Membership Videos” to use at events and on council social media accounts.

Talk with your pastor. Your pastor is one of your strongest allies. Work with him to find a weekend to hold a Church Drive after all Masses or during a parishwide event. Additionally, ask him if there are men in your parish that he thinks would be good additions to your council. Using this list, utilize the invitational resources in the “Fishers of Men” catalog on Supplies Online. Extend personal invitations to these men by either sending a card, text message or email. Samples of these can be found in the *Fishers of Men Guidebook*.

Plan a Church Drive. Plan at least one Church Drive during the quarter. Consider partnering with your local General Agent/Field Agent. They are professional recruiters and can offer excellent assistance with your event. Along with the Church Drive Kit available on Supplies Online, here are some suggested supplemental items to consider using:

- (11586) “Point the World to Jesus Christ” – Trifold
- (11730) Fraternal Benefits Card_Generic (insert these into a brochure)
- (11689F_E) – Join Online Card – Fraternal
- (10099E) – “24 Hours Can Change Your Life” Brochure
- (FOM-GUIDE) Sample Pulpit Announcement in the *Fishers of Men Guidebook*

Plan an Exemplification in honor of Pope Leo XIV. Work with your DD and pastor to plan and hold an exemplification during the incentive period in honor of our new Holy Father.

Invite men to Cor. If your council is hosting Cor, be sure you’re extending invitations to all men of your parish. Have membership materials available to attendees who are not yet Knights. Personally invite these men to join your council and explain all the benefits they will receive when they join (refer to the *Fishers of Men Guidebook* and Fraternal Benefits Card for more information).

Don’t forget wives. Wives can also be one of your strongest partners in inviting men to join. When picking a pulpit announcement to use, consider using the sample for couples in the *Fishers of Men Guidebook*, so that a wife of a current Knight can share the impact membership has on their family. Share the following link with the women’s ministries in your parish: Kofc.org/MyKnight

This page is designed specifically for wives to learn more about how the Knights of Columbus enhances family life. By completing the form on the page, they will receive a free gift and can send an invitation to join online directly to their husband.

Stay attentive to the Fraternal Leader Advisory for updates and tips. The Fraternal Leader Advisory is sent out via email on the first and third Thursday of every month. Each edition will include a leaderboard, updates and tips for achieving your goals.

Reach out to Regional Growth Director with questions.