



Seminarian Program 2020

Program Background

More people evangelizing for the Knights of Columbus increases our ability to recruit more members. One of our greatest untapped resources for this are priests and seminarians. **We have already taken the first step in making it easy for seminarians and priests to join the order by offering free membership with the promo code SEMINARIAN.** But reaching those seminarians has not been easy and we need to establish a program that does just that. We invite you as the State Membership Director to use this program in your jurisdiction as a tool to build a relationship with your diocesan vocation director(s). By building this relationship, the vocation directors (who likely have a good relationship with seminarians) will be able to share the benefits of being a Knight and make them aware of free membership. This will not be a one-time campaign but an ongoing program that will hopefully invite many new seminarians into the Knights for life as they continue in their priestly formation program.

How does this program work?

We are providing every jurisdiction in the US and Canada with the contact information for their diocesan vocation director(s) (name, email, phone number, address) as well as an email template as a conversation starter. The excel list of vocation directors in your jurisdiction is attached to this email. We ask that you copy and paste the email (below) to the email addresses of the vocations directors in the excel spreadsheet and to follow up with a phone call shortly after. The goal is for you to establish a fruitful relationship with your vocation director(s). The primary value proposition being the offer of free online membership for their seminarians.

We hope to see many long-lasting fruits from establishing a good relationship between you and the vocation director. This can provide an immediate increase in seminarian membership, and in the long run, their membership can support future growth when they are ordained and assigned to a parish.

What is the goal of this program?

Establish lasting relationship between you and the diocesan vocation director(s) to foster increased seminarian membership.