

Proof of Concept Outreach System

What is it?

- It's a new online join recruiting helper.
- Captures prospects quicker.
- Gets us his contact information up front.
- Easier to follow up with.
- Don't mess with the system. It works, trust the system.

Before Mass

- Schedule the drive with your Parish Priest.
- Order trifold (contact your GA for these). Be sure to order all 4 trifold and enough for every mass.
- Print online cards on card stock and cut to make 3 cards from each sheet.
- Organize your council ambassadors, those working on the drive.
- Be sure to invite your Agent too.
- Create POCOS packets (card, 4 trifold & pen) package together with a rubber band.
- Place POCOS packets in pews or hand them to the men as they enter church.

During Mass

- Remind the Pastor it's Drive Weekend.
- Select the right brother to do the pulpit speech and make sure he has rehearsed it and knows when to come up to the podium.
- Give the pulpit speech.
- Collect cards from men as they leave the Church.
- Be prepared to answer questions. Some may want to know a bit more before joining, enlighten them.

After Mass

- Remove all items from the pews. We want to do this again, clean up afterwards.
- Enter all completed cards into Supremes Join site. Go home and enter each card that day.
- Contact the prospect immediately to confirm membership. Let him know he should have an email waiting and that he needs to open it and confirm his membership.
- Send a thank you note or token of appreciation to Father
- Reach out to the member and invite him to events at the council.
- Eventually, ask him to become a member of your council.
- Have the council admissions committee vote on him.
- Give him his Exemplification (CUF).
- Transfer this member to your council using the "Prospect Tab" in Officer Online.