

Building an AMS (After Mass Speech)

- **Prepare for the 3 Minute Opportunity**

- Know your Council activities
 - Read your newsletter, the Columbian Magazine and Explorer
 - Make a list of the service programs and projects
 - Know when degrees are scheduled
- Really focus on those programs or projects for which you have a passion.
 - What programs drew you into the Knights and keep you active and involved
- Think of the Knights as a ministry within the Church
 - A way to give back to God through service
 - Strong right arm of the church
 - Supported by the Bishops of Kansas and the vast majority of our pastors and priests.
 - The Order was founded by a parish priest
- Charity is the first principle of our Order
- Fraternal Benefit of membership – access to world class financial instruments and professional financial benefit advisors

- **Practice**

- Spend time thinking about your Council's activities.
- Keep it fresh and appropriate for the season.
- Speak from the heart so that it doesn't sound rehearsed or preachy.

- **Don't Get Discouraged**

- Don't get discouraged if you don't deliver it flawlessly.
- A 'no thank you' is one step closer to a "yes".
- If you share your passion you can't fail.
- Actions speak volume
 - Be visible in your church and community.
 - Wear the third degree pin and Knights apparel with pride.

- **Close the Deal**

- Have a Form 100
- Know the date and time of the next first degree.
- Talk to the prospect about your Council's dues structure and admission fee and tell him what he gets for the dues and fees.
- Accompany him to the first, second and third degrees.
- Go with him to his first couple of business meetings and service projects.
- Encourage him to complete his Shining Armor Award requirements.