**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 you 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 From 100
  + Know the date and time of the next first degree.
  + Talk to the prospect about you Council’s dues structure and admission fee and tell him what he get 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.