



LEGION OF MARY – SUGGESTIONS FOR RECRUITMENT DRIVE

By a seasoned recruiter.

“We recruit not simply so that we can boast of an increase in the number of members, but because we firmly believe the Legion is a source of great graces, not only for the legionary himself, but for all those he works for. Recruitment is simply offering an invitation to receive an endless source of graces and an instrument for a fuller living of the Christian life.” - Fr. Bede McGregor, OP, Spiritual Director Concilium Legionis Maria.

SUGGESTION NUMBER ONE: “Put on a happy face” - a very happy face. You are blessed to be recruiting for Our Lady and offering to others the gift of an easy means to personal sanctification.

SUGGESTION NUMBER TWO: Get out from behind the table; in fact, put the tables up against the wall if possible. The table creates a barrier between you and your contacts as if you are afraid to approach them.

SUGGESTION NUMBER THREE: Keep several pieces of good recruitment literature in your hand. A COROLLARY: Do not hold Rosaries of Scapulars in your hand. We are recruiting for the Legion today; promoting Sacramentals is for another day. (But do keep them nearby if someone asks.)

SUGGESTION NUMBER FOUR: Always stress active membership. Keep auxiliary membership as a last resort for those unable to be active members.

SUGGESTION NUMBER FIVE: The goal is to get the contact to a meeting. Getting them to make a commitment is for later. Be sure your literature shows day, time, place of meeting, and a contact person and phone number. If it is not printed, write your name and phone number on the form.

SUGGESTION NUMBER SIX: Be adaptable. Listen and respond with empathy. Play back to the contact what they tell you. Here are some examples of how the conversation may go:

YOU: Good morning; how are you; are you familiar with the Legion of Mary?

CONTACT 1: Well, I know we have it in the parish, but I don't know much about it.

YOU: It is the largest apostolic lay organization in the Church. In this parish we (one or two examples of works beginners might be assigned.) I have been in the Legion for (X months/years) and have found it an easy way to get closer to Jesus and Mary while helping others.(Give them literature with meeting info.)

*YOU CONTINUE: I wish I could tell you all about it now, but I don't want to keep you all day. Please come to our meeting (e.g tomorrow at 9:15 in the parish hall) and take a look as us. I am offering what I call a 90-day free-trial offer. <chuckle> We will not ask you to make a commitment until you have had time to make up your mind. If you find you don't want to become an active member, at least you have an opportunity to pray the Rosary with a bunch of nice people and may gain a plenary indulgence. May I ask you the favor of giving us your name and phone number?**

CONTACT 2: That sounds like something my wife would be interested in.

YOU: The Legion is is for everyone – men, women, even children (juniors). (Give “Men and the Legion.”)

CONTACT 3: That sounds nice, but I am not from this parish.

YOU: Where are you from? I know they have the Legion in your (parish (if you do)/city/state/country). Please look into it. If you do not have it in your parish, please tell your pastor about it. He may want to start it. (Give “Why I love the Legion of Mary.”) If you are going to be in town for some time, we still invite you to come to our meeting, pray with us, and learn a little more about the Legion.

CONTACT 4: I am already involved in

YOU: I understand, and I commend you for committing your time to your ministry. It is wonderful and we will pray for your success. You are still welcome to come to a meeting and learn more about the Legion of Mary so you can share it with your friends. There is no obligation. You also might be interested in auxiliary membership. There are no meetings, no dues, you just add a few prayers from this leaflet to your daily Rosary.

**The original so-called “Columban Drive” the Legionaries visited the contact in their home that same day. This is not practical in our day, so that is why we try to get a phone number for follow-up.*