

**FRATERNAL BENEFIT EVENT**

**EMAIL TEXT**

**A. Email to Council Members**

**Subject Line: Join Council [Council #] for a Fraternal Benefit Event**

Dear Brother Knight,

Now more than ever, Catholic families are looking to make informed financial decisions while supporting an organization that contributes to charities that align with the Catholic faith.

For more than 140 years, the Knights of Columbus has been protecting Catholic families, proclaiming the faith, and helping those most in need in local communities and across the world.

As a member of the Knights, you have the opportunity to help protect your family's financial security while working with an organization that shares your faith and conducts itself in accordance with Catholic principles. That is the Order’s commitment to you.

On behalf of our local agent, Brother [name], I would like to invite you and your spouse to join us for a Fraternal Benefit Event, during which you can learn more about the financial services that you and your family can take advantage of.

The event will take place on [DATE], [TIME], at [LOCATION].

Please reach out to [NAME OF AGENT & CONTACT INFO] or [NAME OF GRAND KNIGHT & CONTACT INFO], [or visit LINK] to register.

Fraternally,

[Name]

This event is open - please share this invitation with anyone else you know that may be interested in learning more about financial solutions offered by the Knights of Columbus

If you don’t wish to receive further emails regarding Fraternal Benefit Events, please respond to this message with a request to opt-out.

**B. Email to Prospects**

**Subject Line: Join Council [Council #] for a Fraternal Benefit Event**

As Catholics, we look to our faith and morals to guide our decisions for our families, for our work, and for our communities. Our financial decisions should be guided in a similar way.

Knights of Columbus offers financial solutions that help protect your family’s financial security and plan for your retirement while working with an organization that shares your faith and conducts itself in accordance with Catholic principles. That is the Order’s commitment to you.

Our field agent, [AGENT NAME] will be holding a Fraternal Benefit Event on [date], [time], at [location] to talk more about the good work of the Order and our extensive range of financial solutions.

Please reach out to me or [AGENT NAME], with any questions and to register.

Fraternally,

[NAME]

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2-2023, 1-23