



# Maryland State Council

## Mid-Term Meeting 2022

January 8<sup>th</sup>, 2022

Online Growth



# AGENDA

- By the Numbers
- How It Works
- How Are We Doing
- What Has Worked



# By the Numbers

ONLINE GROWTH GOAL

475



# By the Numbers

ONLINE GROWTH GOAL

475



# By the Numbers

ONLINE GROWTH GOAL

475



# By the Numbers

## ONLINE GROWTH GOAL

475



# Online Timeline

## IDENTIFY A PROSPECT



# Online Timeline

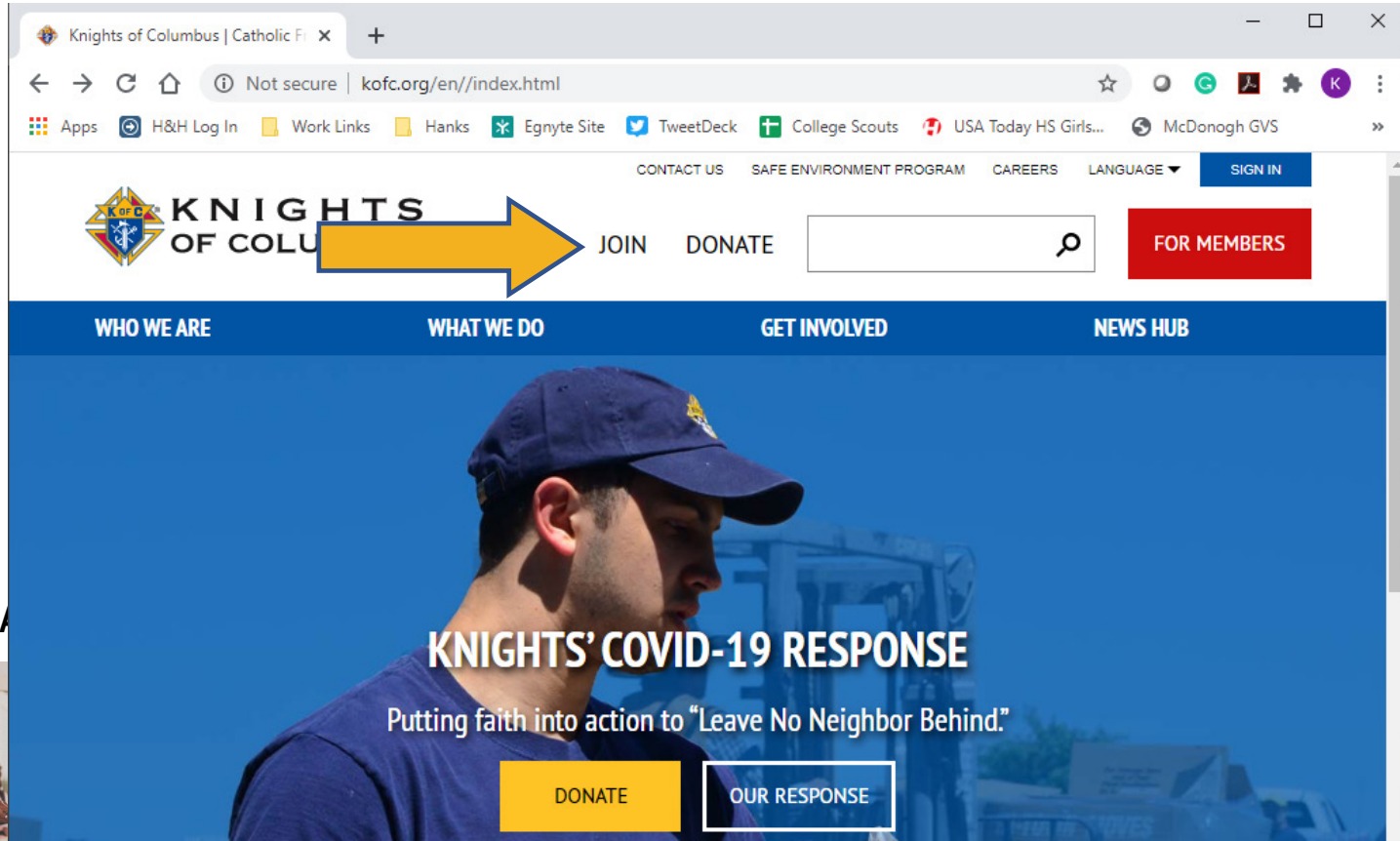
- Ask
- Plead
- Beg
- Corral
- Convince

## IDENTIFY A PROSPECT



# Online Timeline

## KOFC.ORG/JOINUS



IDENTIFY

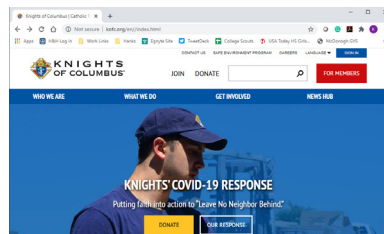


# Online Timeline

## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS



# Online Timeline



JOIN DONATE



FOR MEMBERS

WHO WE ARE

WHAT WE DO

GET INVOLVED


NEWS HUB

## BECOME AN ONLINE MEMBER FOR FREE!\*

Now through December 31st, enter Promo Code **MCGIVNEY2020** for 12 months of free online membership.

\*Online Membership only. Annual dues of \$30 will apply on your Membership Anniversary. Local council dues vary

*If you do not live in the United States or Canada, please [click here](#).*

Since 1882, membership in the Knights of Columbus has been open to men 18 years of age or older who are "practical" (that is, practicing) Catholics in union with the Holy See. Since that time, the Knights of Columbus has understood "practical catholic" to mean a Catholic who accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the **precepts of the Catholic Church**,  and is in good standing in the Catholic Church.

Fields indicated with \* are required.

State/Province

Select State/Province

Name

First Name

Last Name

Email

Confirm Email

Date of Birth

Month

Day

Year

Preferred Language

English

☐ I am a baptized Catholic male \*

☐ I am a practical Catholic \*

☐ I agree to abide by the [Laws and Rules of the Knights of Columbus](#), the [Constitutional Roll of Membership](#), and accept the [Privacy Policy](#). \*

Captcha \*



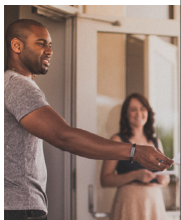
I'm not a robot




On my honor as a Catholic gentleman I declare that the above is true.


PROCEED TO JOIN >

IDENTIFY A



# Online Timeline

**Knights of  
Columbus**

JOIN   DONATE    

FOR MEMBERS


WHO WE ARE   WHAT WE DO   GET INVOLVED   NEWS HUB

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State/Province

Select State/Province 

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☐ I am a baptized Catholic male \*

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Captcha \*

☐ I'm not a robot

  
reCAPTCHA  
Privacy - Terms

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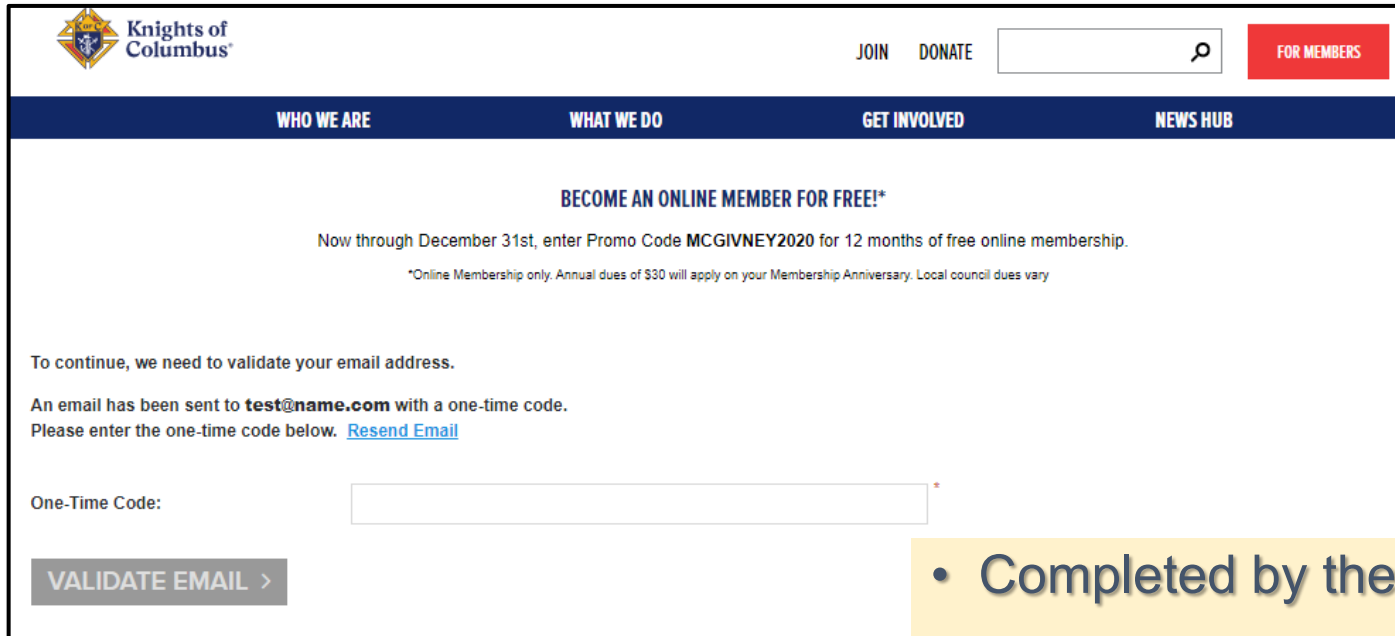
PROCEED TO JOIN >

- Completed by the Prospect

IDENTIFY A



# Online Timeline



The screenshot shows the Knights of Columbus website with a navigation bar containing 'WHO WE ARE', 'WHAT WE DO', 'GET INVOLVED', and 'NEWS HUB'. The main content area features a promotional banner for becoming an online member for free, valid through December 31st, with the promo code MCGIVNEY2020. Below the banner, a message states that an email has been sent to test@name.com with a one-time code, and a 'Resend Email' link is provided. A text input field for the 'One-Time Code' is shown, followed by a 'VALIDATE EMAIL >' button.

**Knights of Columbus**

JOIN DONATE

**FOR MEMBERS**

WHO WE ARE WHAT WE DO GET INVOLVED NEWS HUB

**BECOME AN ONLINE MEMBER FOR FREE!\***

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To continue, we need to validate your email address.

An email has been sent to **test@name.com** with a one-time code.  
Please enter the one-time code below. [Resend Email](#)

One-Time Code:

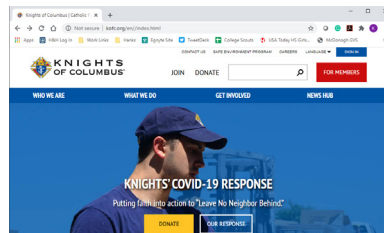
**VALIDATE EMAIL >**

- Completed by the Prospect
- Two-Tier Authentication

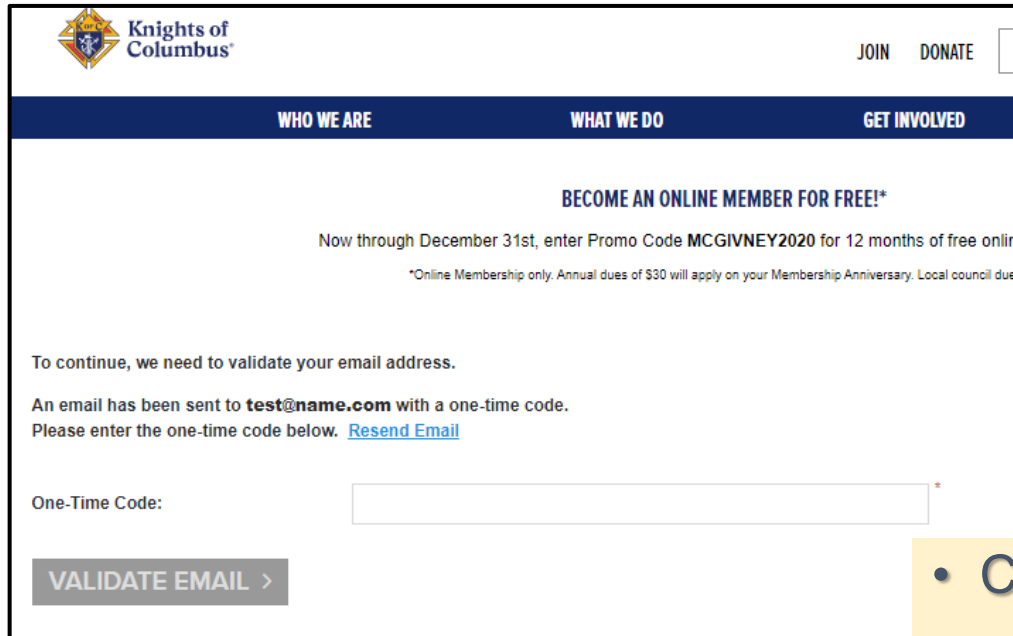
## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS



# Online Timeline



The screenshot shows the Knights of Columbus website with the following elements:

- Logo: Knights of Columbus
- Navigation: WHO WE ARE, WHAT WE DO, GET INVOLVED
- Header: JOIN, DONATE, [Search Bar]
- Section: BECOME AN ONLINE MEMBER FOR FREE!\*
- Text: Now through December 31st, enter Promo Code MCGIVNEY2020 for 12 months of free online membership.
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- Form: One-Time Code: [Input Field]
- Button: VALIDATE EMAIL >

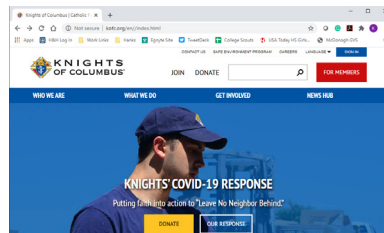


- Completed by the Prospect
- Two-Tier Authentication

## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS



# Online Timeline



## BECOME AN ONLINE MEMBER FOR FREE!\*

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One-Time Code:

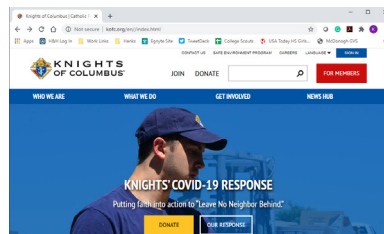
VALIDATE EMAIL >

- Completed by the Prospect
- Two-Tier Authentication
- Include Council Number

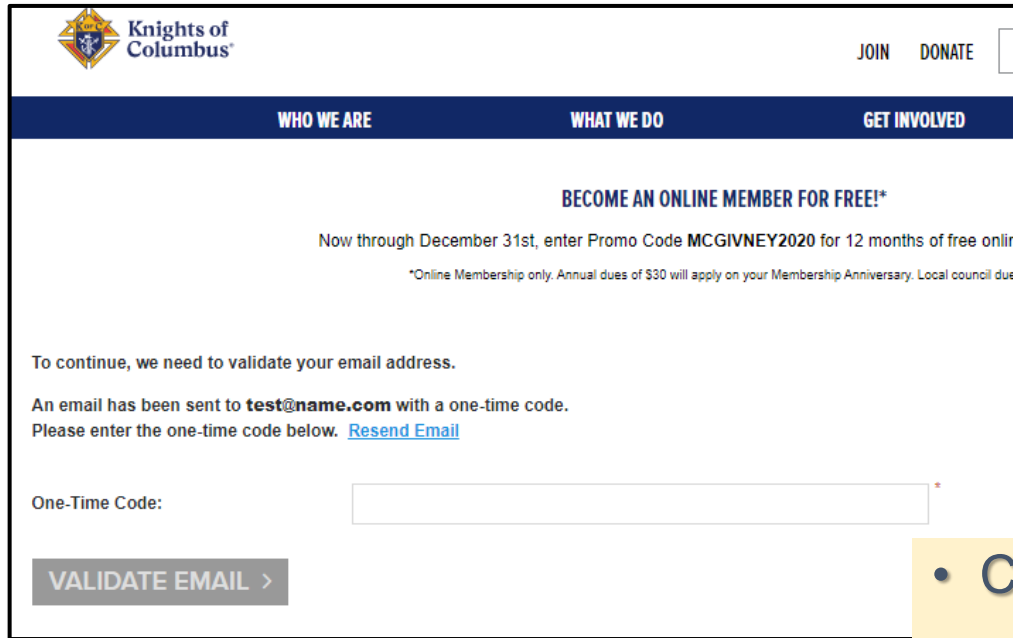
### IDENTIFY A PROSPECT



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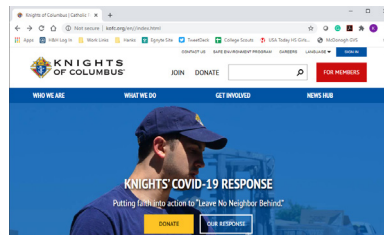


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- Two-Tier Authentication
- Include Council Number

## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS



# Online Timeline

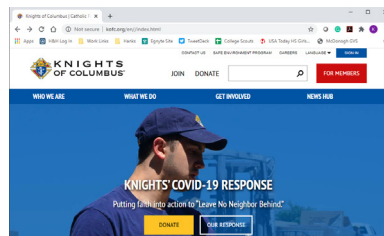
## ONLINE GROWTH PLACES CANDIDATE



### IDENTIFY A PROSPECT



### KOFC.ORG/JOINUS



# Online Timeline

A New Brother Knight



eMembership Registration <emembership@kofc.org>  
To hpokigo@hotmail.com

Reply

Reply All

Forward



Thu 12/23/2021 12:26 AM

You forwarded this message on 12/23/2021 6:59 AM.




## Knights of Columbus®

### IDENTIFY A P

Dear Brother Knight,



Eugene  has joined the Knights of Columbus through the eMembership initiative and is interested in transferring to a local council in your area.

Please contact him in the next few days.

Remember: men who join through the eMembership initiative are members of the Knights of Columbus, but have not yet taken their First Degree.

Councils and states both receive quota credit when members convert from eMembership state divisions to local councils.

Eugene provided the following contact information:



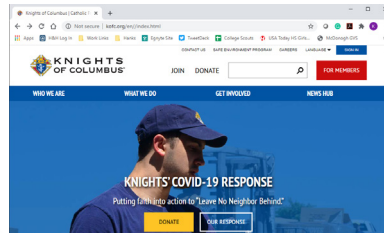
# Online Timeline

- KofC.org Find A Council
- Regional Advisors
- District Deputies

## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS



## ONLINE GROWTH PLACES CANDIDATE



# Online Timeline

FW: A New Brother Knight



Hank Pokigo

To 3@aol.com'

Cc Tom O'Hara (tomco50@comcast.net); Lenny Bayer; Matthew Crouch (mmmcrouch@gmail.com); Calvin Athony; Timothy Burdyck (timothy.burdyck@dignitymemorial.com); 'Stephen Conley'

↩ Reply

↩ Reply All

→ Forward



Thu 12/23/2021 7:00 AM

Greetings, Brother!

I get the honor of being one of your first fellow brother Knights to welcome you to the order. Please feel free to reach out to me or those copied on this email with any questions you may have.

I would like to connect you with a local council. Based on the information provided, the following council seems to be the most appropriate:

Council: Pope John Paul the Great  
Council Number: 13859  
Grand Knight: Lenny Bayer  
Financial Secretary: Matthew Crouch

## IDENTIFICATION

NOTE: We are between Council years, so some GK's and FS's may have been updated. Please forward as needed.



These worthy brothers should be reaching out to you shortly to help step you through the process of joining their council. I am definitely not perfect (just ask my wife), so please if you were seeking to join a different council, please let me know.

## NEXT STEPS

1. The council admissions team should contact you shortly. They will read your application into the council meeting minutes to formally vote you into the council.  
(NOTE: Worthy GK – you will need to submit that “Read Date” using the Prospect tab in Member Management on KofC.org)
2. Take the Exemplification. Again, the admissions team should help you through this, but there are a few options:
  - a. Live Exemplification – Now that the order is starting to return to live meetings, councils and districts are starting to host exemplification ceremonies.
  - b. Online Exemplification ([English](#); [Spanish](#); [French](#)) – This on-demand system will allow you to take the ceremonial at any time.



# Online Timeline

## COUNCIL WELCOMES NEW MEMBER



IDENTIFY A F

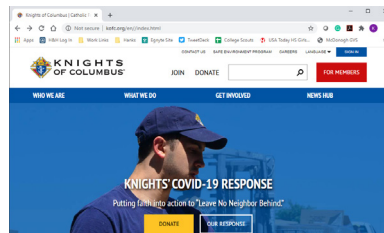


# Online Timeline

## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS




## ONLINE GROWTH PLACES CANDIDATE



## COUNCIL WELCOMES NEW MEMBER



# Online Timeline

**KNIGHTS  
OF COLUMBUS**

**OFFICERS  
ONLINE**

[CHANGE PASSWORD](#) [LOGOUT](#)  
[LANGUAGE: ENGLISH](#) [FAQ](#)

[HOME](#) | [UPDATE YOUR PROFILE](#)


## Officers Online


Hi Henry Pokigo | Last Login: 6/15/2020 at 2:27 pm [Grand Knight](#)


[Urgent Messages](#)


Maryland > 5 > #13859 (Middle River)


[Supporting Applications](#)


  
Officers Desk  
Reference


  
Office Of Youth  
Protection

  
Home  
Corporations

  
Member  
Management

  
By Laws  
Online

  
Knights Gear

  
Supplies  
Online

Membership

Reports

Forms

Publications

**Prospect**

Candidate

**Awards Progress**

	Quota	Month to Date			Year to Date			
		Gain	Loss	Net	Gain	Loss	Net	%
MBR	10	0	0	0	2	0	2	20
INS	4	1	0	1	1	1	0	

**Council Membership**

Total Membership 6/18/2020	YTD Change in Membership
138	-3



IDENT

COMES

# Online Timeline

Membership

Reports

Forms

Publications

Prospect

Assigned

Search:

Council #	Assigned Date	Name	Member #	Grand Knight Approval (Date Read)	Financial Secretary (Ceremonial Date)	Action
10705	02/26/2018	Benson Dubios	4925346	<div>MM/DD/YYYY</div>	<div>MM/DD/YYYY</div>	<div>Update</div> <div>Reject</div>



II


MES



# Online Timeline

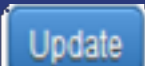
1. Candidate goes through the admissions process



Grand Knight fills in the Date Read date, and clicks 

2. Exemplification completed



Financial Secretary completes the Ceremonial Date, and clicks 

Search:

Council # ▲	Assigned Date ▲	Name ▲	Member # ▲	Grand Knight Approval (Date Read) ▲	Financial Secretary (Ceremonial Date) ▲	Action ▲
10705	02/26/2018	Benson Dubios	4925346	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Update"/> <input type="button" value="Reject"/>

• No Form 100 is needed

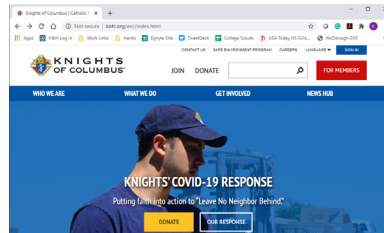


# How Are We Doing

## IDENTIFY A PROSPECT



## KOFC.ORG/JOINUS



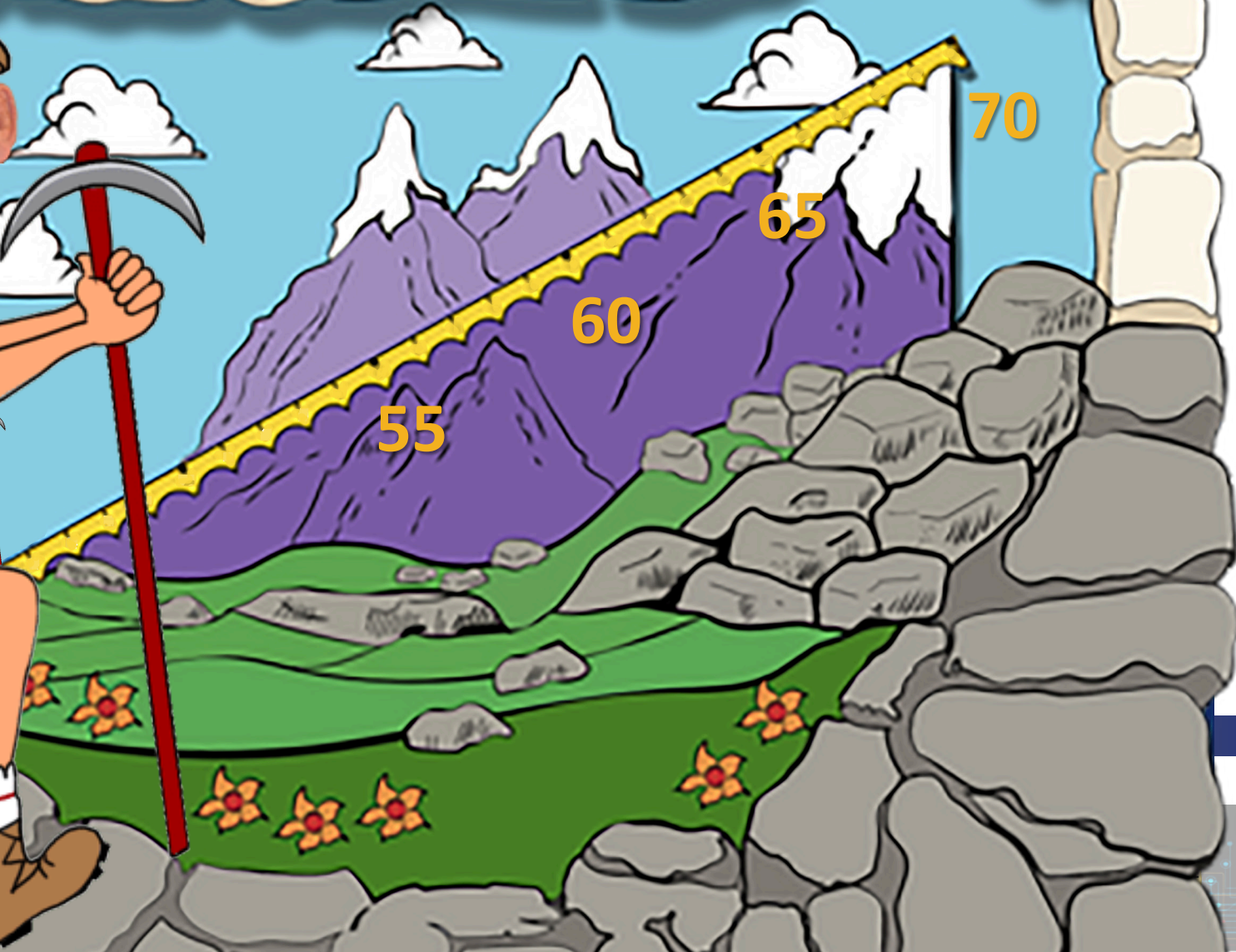
## ONLINE GROWTH PLACES CANDIDATE



## COUNCIL WELCOMES NEW MEMBER



# CLIFF HANGERS

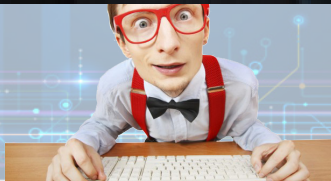


# CLIFF HANGERS



Council  
Conversion  
Rate

59%





# What Has Worked

- GK or FS contact the Candidate
- Invite to Meetings (virtual or live)
- Invite to Help with Events



# What Has Worked

- GK or FS contact the Candidate
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- Invite to Help with Events

**MAKE CONTACT!!!**



# Have a Blessed 2020!!!

