



**Knights of
Columbus®**

Council Growth Team Online Membership

Council Growth Director Jeff Koscho

jkoscho@hotmail.com

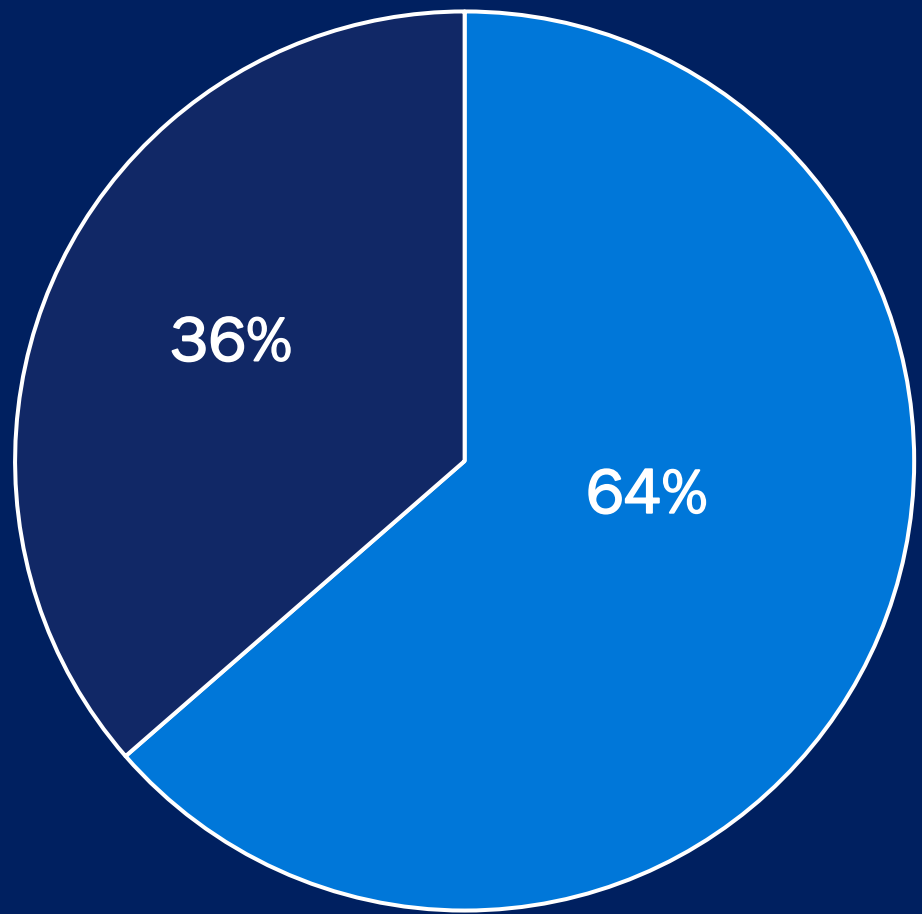
Council Online Growth Chairman Bill Newbrough

bnewbrough2912@comcast.net

It's Working! 2021-2022 Intake (US & CAN)

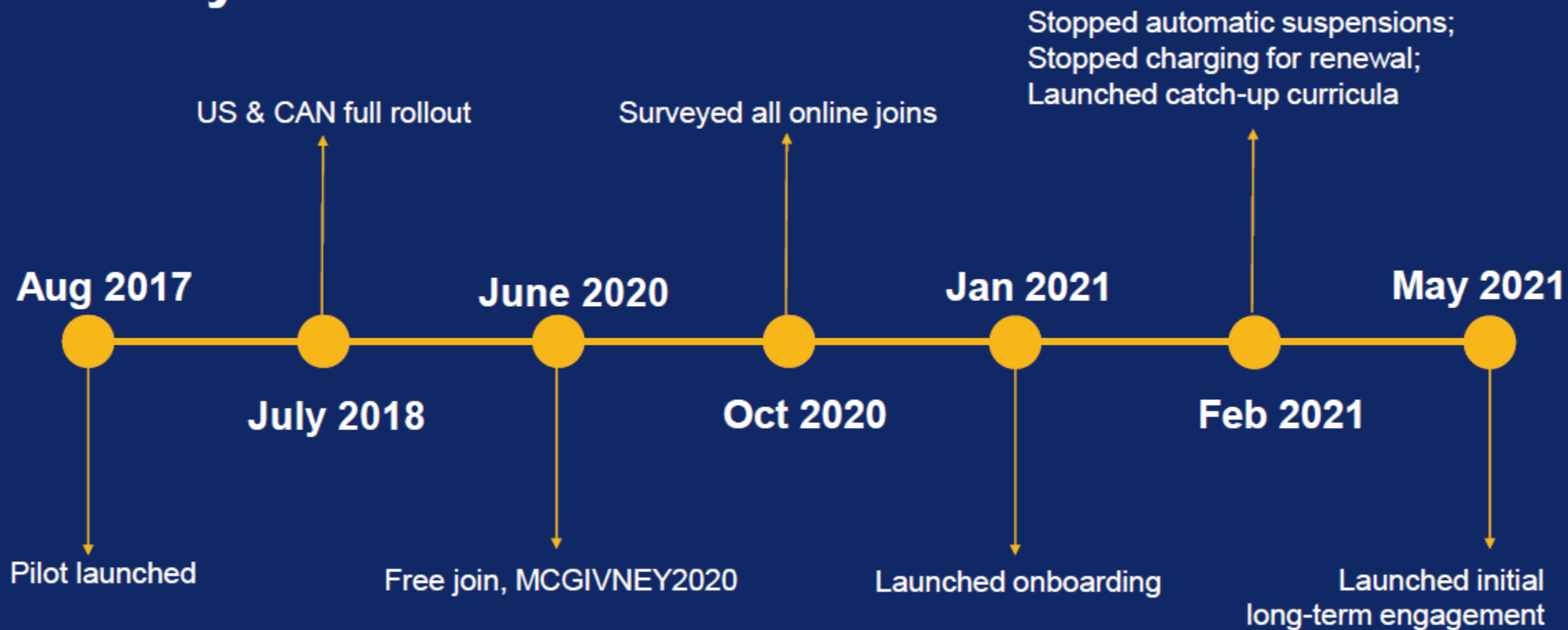


Knights of
Columbus®



- Online Intake
- Council Intake

History



WHO IS AN ONLINE MEMBER?

“HE’S A BROTHER KNIGHT!”



- A practical Catholic male above the age of 18 who joined the Order through the Online Portal – KofC.org/JoinUs
- He is identified as a **“Prospect” not a “Candidate”**
- A dues-paying member of the of the state online Council #98019.
 - Eligible to purchase insurance.
 - Recipient of the accidental death benefit (age restrictions apply).
 - Entitled to attend local council meetings and state council events.

ONLINE MEMBER WELCOME PACKET –



**Knights of
Columbus®**

Online Member receives the following after joining:

- **Distinct Membership card in the mail showing a Member No. and his State Division.**
- **Most recent month's edition of Columbia.**
- **Welcome letter from the Supreme Knight.**
- **“Your Guide to Membership” brochure introducing new member to our Founder and the history of the Order.**
- **“Into the Breach” – exhortation by Bishop Olmsted of the Diocese of Phoenix.**

EMAILS SENT TO ONLINE MEMBER WHEN A “PREFERRED COUNCIL” IS IDENTIFIED



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An Email is also sent to State Deputy, Membership Director,

Grand Knight & Financial Secretary informing them
that a new online member has expressed interest in
Joining their Council. And.....an email is sent
to the

New Member



To Member



KNIGHTS OF COLUMBUS®

Dear Brother Knight,
Congratulations on becoming a member of the Knights of Columbus!

For the last 135 years, the Knights of Columbus has helped millions of men just like you become better Catholics, better husbands and fathers, and better men.

During registration you indicated that you are interested in becoming a member of Council 5. They should be reaching out to you shortly. If you are not contacted within the next 30 days, please email us at join@kofc.org.

By challenging men to lead with faith, protect their families, serve others and defend their values, the Knights of Columbus has become one of the globe's most powerful forces for good.

As a member, you now have access to our Online Membership Portal, where you'll be able to manage your account and have access to a wealth of resources. We invite you to check it out, by [clicking here](#).

Once you enter the Portal, if you have not already created your password, you'll be asked to establish a password for your account, and to complete a member profile.

Thank you for accepting the challenge, and becoming a member of the Knights of Columbus.

Welcome to our brotherhood.

Sincerely,
Knights of Columbus

Website: <http://www.knights.net>

WHAT IF NO PREFERRED COUNCIL IS SPECIFIED BY NEW ONLINE MEMBER?



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Columbus®**

- He is moved to the Online State Council **#98019** as “Unassigned”
- State Online Chair will immediately contact & welcome the new Member
- And work to identify an appropriate Council per parish affiliation, home address and expressed interest of the candidate
- Once assigned he will show up in the assigned Council's Prospect Tab in Officers Online (access granted to Grand Knight and FS)

TRANSFERRING ONLINE MEMBERS TO LOCAL COUNCILS -

“ IT’S EASY....IT’S A TRANSFER! “



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Columbus®**

- **Online Members are encouraged to transfer into local councils as soon as possible and to attend the Exemplification of Charity, Unity and Fraternity**
- **Online Members must go through the ceremonial before being transferred and added to the membership roll of their intended Council**
- **When an Online Member transfers to a local council, that council receives credit for adding a new member**
- **You can transfer Online Members via the Prospect Tab in Officers Online by updating the ceremonial date or by use of Form 100 for transfers**

Complementing Your Council Growth Strategy

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	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Update"/> <input type="button" value="Reject"/>

WHAT ONLINE MEMBERSHIP DOES?



- **Opens New Channels for Membership Recruitment**
- **Provides access to eligible men who are otherwise unknown to us**
- **Offers a continuous invitation to membership / Not a “one shot opportunity”**
- **Streamlines the process of inviting, informing and onboarding new members**

WHAT ONLINE MEMBERSHIP DOES NOT DO!



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- Does not replace the moral imperative to continue issuing the personal invitation to potential new members!
- Not a replacement for welcoming, getting to know and engaging our new members once they join us.
- **Does not create the fraternal bond. The fraternal bond can not be formed remotely!**

WHAT ARE THE BENEFITS?



- Appeals to potential new members accustomed to learning and communicating through online resources
- More efficient process to join!
- Overcomes pandemic limitations. The online process enables us to continue issuing the invitation to new members even as in person gatherings are limited
- Provides an excellent source of continuous Information to new members - regarding the history, mission and charitable works of the Knights!

WHAT ARE THE CHALLENGES?



- Council must make immediate contact with the New Brother Knight!
Prospects left sitting in the Online Queue will quickly decide the Knights are not for them.
- Online Member takes the 1st step.....Councils must **take the next 5 steps**
Welcome / Invite / Inform / Engage / Challenge
- This method is not for everyone / The Form 100 is still an option
- Make sure to remind New Online Members that their families are welcome at ALL our charitable and social events

Complementing Your Council Growth Strategy



The screenshot displays the homepage of the Knights of Columbus website. The browser's address bar shows the URL kofc.org/en//index.html. The website's header includes the Knights of Columbus logo, navigation links for 'CONTACT US', 'SAFE ENVIRONMENT PROGRAM', 'CAREERS', and 'LANGUAGE', and a 'SIGN IN' button. Below the header, there are links for 'JOIN' and 'DONATE', a search bar, and a red 'FOR MEMBERS' button. A blue navigation bar contains the sections 'WHO WE ARE', 'WHAT WE DO', 'GET INVOLVED', and 'NEWS HUB'. A large yellow banner features the text *KofC.org/JoinUs*. Below this, a blue banner with a background image of a man in a blue shirt promotes the 'KNIGHTS' COVID-19 RESPONSE' with the tagline 'Putting faith into action to "Leave No Neighbor Behind."'. At the bottom of this banner are two buttons: a yellow 'DONATE' button and a white 'OUR RESPONSE' button with a black border.

Knights of Columbus | Catholic F x +

Not secure | kofc.org/en//index.html

Apps

CONTACT US SAFE ENVIRONMENT PROGRAM CAREERS LANGUAGE SIGN IN

 **KNIGHTS OF COLUMBUS®**

JOIN DONATE 

FOR MEMBERS

WHO WE ARE WHAT WE DO GET INVOLVED NEWS HUB

KofC.org/JoinUs

KNIGHTS' COVID-19 RESPONSE

Putting faith into action to "Leave No Neighbor Behind."

DONATE OUR RESPONSE



JOIN US TODAY

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**, ^① and is in good standing in the Catholic Church.

Fields indicated with * are required.

State/Province

Name

Email

Confirm Email

Date of Birth

☐ 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](#), 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 >

Failure to answer truthfully to any of these declarations, or failure to remain a practical Catholic in union with the Holy See, renders void your membership in the Knights of Columbus.

Sign up between Dec. 1-15 and receive a free copy of our best-selling documentary, *Guadalupe: The Miracle and the Message*.

MEMBERSHIP BENEFITS

For \$30 annual membership dues, you receive a range of benefits to support your Catholic life.

Lead With Faith

Deepen your faith with access to spiritual resources to help you become a better Catholic man.

- Access to [knights.net](#)
- Subscription to *Columbia*, our flagship monthly magazine
- Prayer and faith formation resources to help you grow in Catholic masculine spirituality

Protect Your Family

Discover the Catholic difference of one of the World's Most Ethical[®] and top-rated insurance companies.**

- A dedicated brother Knight field agent assigned to you and your family
- Complimentary, comprehensive annual financial review
- Exclusive eligibility to purchase K of C life insurance, disability income insurance, long-term care insurance and retirement products
- Access to [free family fraternal benefits](#)

Serve Others

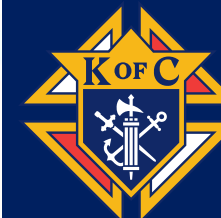
Make an impact as you become part of [our unmatched charitable outreach](#), helping those who need it most both locally and internationally.

- Provide coats to children in need
- Give food to families in need
- Support victims of natural disasters

Defend Your Values

Join your voice with our 1.9 million members to defend the faith and the truth as you support local, national, and international issues that are important to you.

- Stand up for the unborn and the dignity of all human life
- Fight for religious liberty and our persecuted brothers and sisters in the Middle East



Knights of Columbus[®]

ELIGIBILITY

“New Online Member must attest to his eligibility to joining the Order..... and agrees to abide by the Laws and Rules of the Order”

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Fields indicated with * are required.

State/Province	Maryland	*		
Name	George	Ruth	*	
Email	GreatBambino@kofc.org	*		
Confirm Email	GreatBambino@kofc.org	*		
Date of Birth	01 - Jan	6	1920	*

- ☒ 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](#), and accept the [Privacy Policy](#). *

Captcha *

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FIELDS PREPOPULATED FROM FIRST REGISTRATION PAGE.



Knights of Columbus®

JOIN US TODAY

INFORMATION

PAYMENT

SUBMIT

Fields indicated with * are required.

Title

First Name

Middle Initial

Last Name

Suffix

Email

Mobile Phone

Date of Birth

MAILING ADDRESS:

Street Address


Zip/Postal Code

City

State

Country

☐ I am interested in joining a local council. 

☐ I am a former member of the Knights of Columbus. 

☐ I have or previously held Insurance with the Knights of Columbus.

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Make an impact as you become part of [our unmatched charitable outreach](#), helping those who need it most both locally and internationally.

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Defend Your Values

Join your voice with our 1.9 million members to defend the faith and the truth as you support local, national, and international issues that are important to you.

- Stand up for the unborn and the dignity of all human life
- Fight for religious liberty and our persecuted brothers and sisters in the Middle East

PREFERRED COUNCIL

- Candidate checks box “interested in joining a local council”
- Candidate enters council number
- Email sent to State Deputy, State Membership Team, Grand Knight & FS
- New members screened against records for previous members

Street Address *

Country *

State *

City *

Zip/Postal Code *

☒ I am interested in joining a local council. [i](#)

Preferred Council # *If Known*

☐ I am a former member of the Knights of Columbus. [i](#)

☐ I have or previously held Insurance with the Knights of Columbus. [i](#)

Parish Name *

Parish City *

State *

How did you hear about us? *

JOIN US TODAY

INFORMATION

PAYMENT

SUBMIT

AMOUNT DUE:

\$30.00

Promo Code

APPLY >

Fields indicated with * are required.

Name on Card

Bob Marlowe

Card Type

Visa

Card Number

4111111111111111

Expiration Date

05 - May

2020

CVV ⓘ

242

☒ Auto Schedule Yearly Payment of \$30/year.

BILLING ADDRESS:

☒ Mailing Address is same as Billing Address.

CONTINUE >

BACK

MEMBERSHIP BENEFITS

For \$30 annual membership dues, you receive a range of benefits to support your Catholic life.

As a member, you receive:

- Exclusive access to *knights.net*
- Subscription to *Columbia*, the monthly magazine of the Knights of Columbus
- Online resources to guide you in the practice of prayer, Catholic devotions and spiritual formation
- Access to select K of C events and programs in your state
- A trained and dedicated brother Knight field agent assigned to you and your family
- A complimentary, comprehensive annual financial review
- Free accidental death coverage (certain age restrictions apply)
- Eligibility for a free Family Fraternal Benefit Program
- Exclusive eligibility to purchase Knights of Columbus products for you and your family

LEAD WITH FAITH

Go deeper. As a member of the Knights of Columbus you have access to a wealth of spiritual formation resources to help you become a better Catholic man, husband and father.

PROTECT YOUR FAMILY

Discover the Catholic difference. As a member of the Knights of Columbus, you get exclusive access to our top-quality portfolio of financial products, backed by ethical and Catholic business practices, that can help secure your family's future and give you peace of mind.

JOIN US TODAY

INFORMATION

PAYMENT

SUBMIT

Please review the provided information for accuracy & click on 'Submit':

You have selected automatic annual renewal for your membership dues. You must notify Knights of Columbus if you wish to change or cancel this transaction. Billing preferences can be managed online through the member portal or you can contact us at join@kofc.org

AMOUNT DUE:

\$30.00

MEMBER INFORMATION: [EDIT](#)

Name: Mr Bob M Marlowe Sr

Email: testtest@kofc.org

Mobile Phone: 203-752-4633

Date of Birth: 01/01/1950

Parish Name: St. Mary's (Baltimore, MD)

How did you hear about us?: K of C Agent

PAYMENT INFORMATION: [EDIT](#)

Name on Card: Bob Marlowe

Credit Card Number: VISA xxxx....1111

Expiration Date: 0520

BILLING ADDRESS: [EDIT](#)

1 Columbus Plaza
Baltimore, MD 90210 US

MAILING ADDRESS: [EDIT](#)

1 Columbus Plaza
Baltimore, MD 90210 US

SUBMIT >

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SERVE OTHERS

Make an impact. As a member of the Knights of Columbus, you can support and participate in thousands of charitable programs – both local and international – to help those most in need.

DEFEND YOUR VALUES

Defend the faith. Defend the truth. As a member, your voice joins with 1.9 million fellow Knights. Stay informed, take action, and support local, national, and international efforts on issues that are important to you.

PRINTED MARKETING MATERIAL

CARD #10536 | BIFOLD #10537



Knights of
Columbus®

There is much good and
necessary work to be done
in this world, and that's
what Knights do every day.

When the time
is right, joining
online is easy.
kofc.org/joinus

Council # _____

10536 9-20

You are invited
to put your
faith in action

kofc.org/joinus



Knights of
Columbus®

Why Join?



Knights of Columbus

Lead with Faith Protect Your Family
Serve Others Defend Your Values

VIDEO LIBRARY

FEATURED

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Culture of Life

Our Faith

Saint John Paul II National Shrine

Fathers for Good >

Knights and Sports

Results for **Membership** 44 videos

Sort: **Most Recent** < 1 of 4 >



Church Drive and Membership Engagement Webinar
44:47



Online Join Process Training Video
6:22



Prospect Tab Training Video
3:55



Strategies for Driving Online Membership



State Membership Director Webinar



Membership Growth Presentation for 2020 State Organizational Meeting