



Council Growth Team

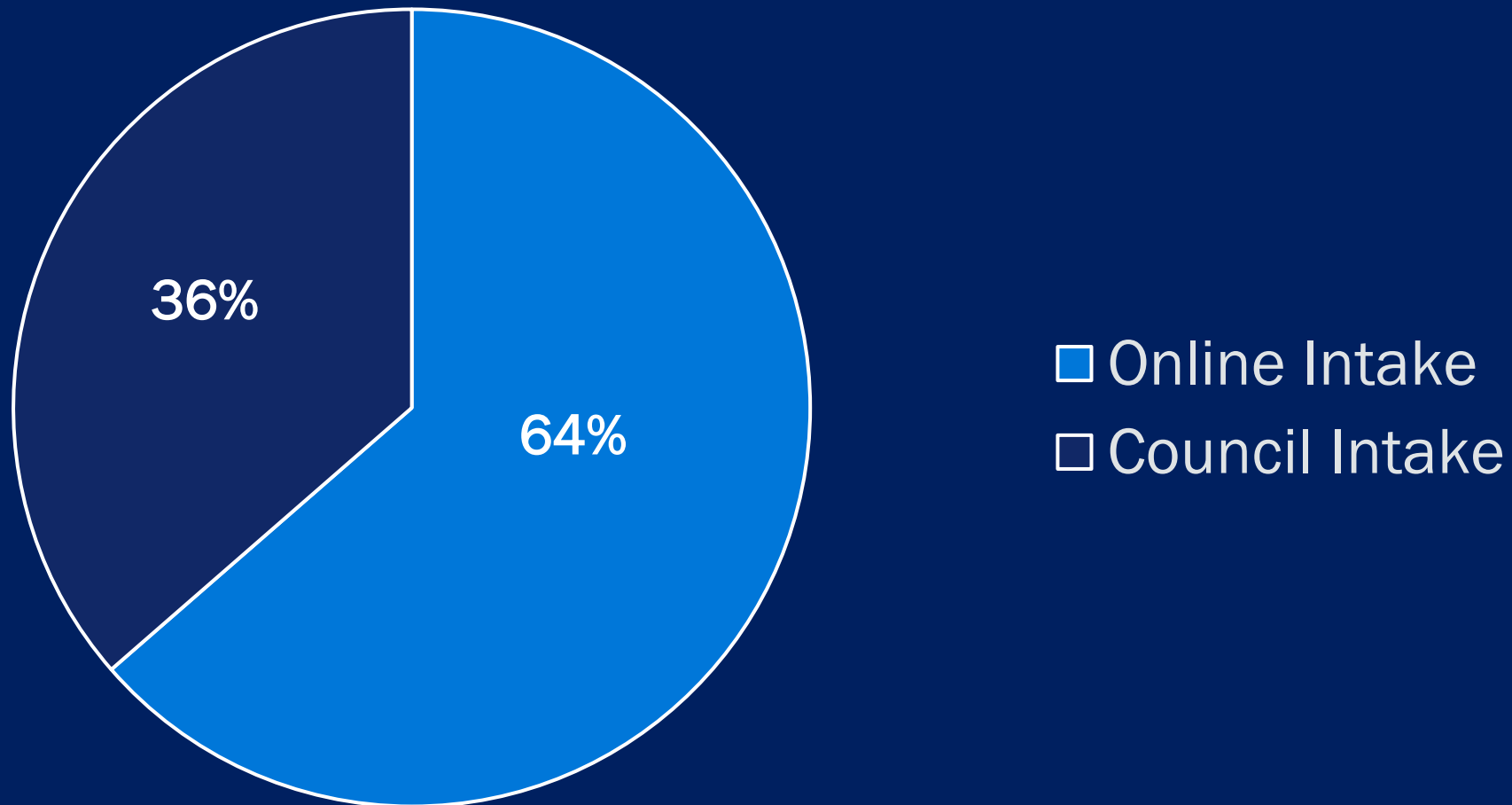
Online Membership

Bill Newbrough – Online Membership & Growth Chair

GK Leadership Presentation



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



IN A WORLD WHERE CATHOLIC MEN ARE OFTEN ON THE GO....ONLINE MEMBERSHIP PROVIDES AN OPPORTUNITY TO REACH MEN WHO MAY OTHERWISE BE INACCESSIBLE.....

- Who share our faith
- Support our values
- And wish to learn more about the mission of the Knights of Columbus
- And the vision of our Founder Blessed Fr. Michael McGivney





Meeting potential new members where they are maximizes the order's outreach and magnifies the message





The online join/us process "Helps to overcome obstacles to membership"



- Recently moved to the area
- Young man with young family – has no time
- A person who works long hours and travels frequently
- Just not ready to commit to a council – needs to get to know the Knights
- Experiencing mobility or health issues that limit access to in person events



As a Grand Knight, you have a critical role to play....

- In **promoting and encouraging** the use of Online Membership to your members
- Ensuring that your Council makes **immediate contact** with new Online Members
- And begins **integrating** them into the life of your Council
- Inviting new Online Members to an **Exemplification of Charity, Unity & Fraternity**





*As a GK, leading your Councils charitable outreach....**you will soon appreciate the value of new members***

- **New Members are critical** to ensure the success of our good works - charitable and fraternal
- Now and especially in the future!
- We have a moral obligation to issue that invitation to membership
- Those who serve today will not be with us forever





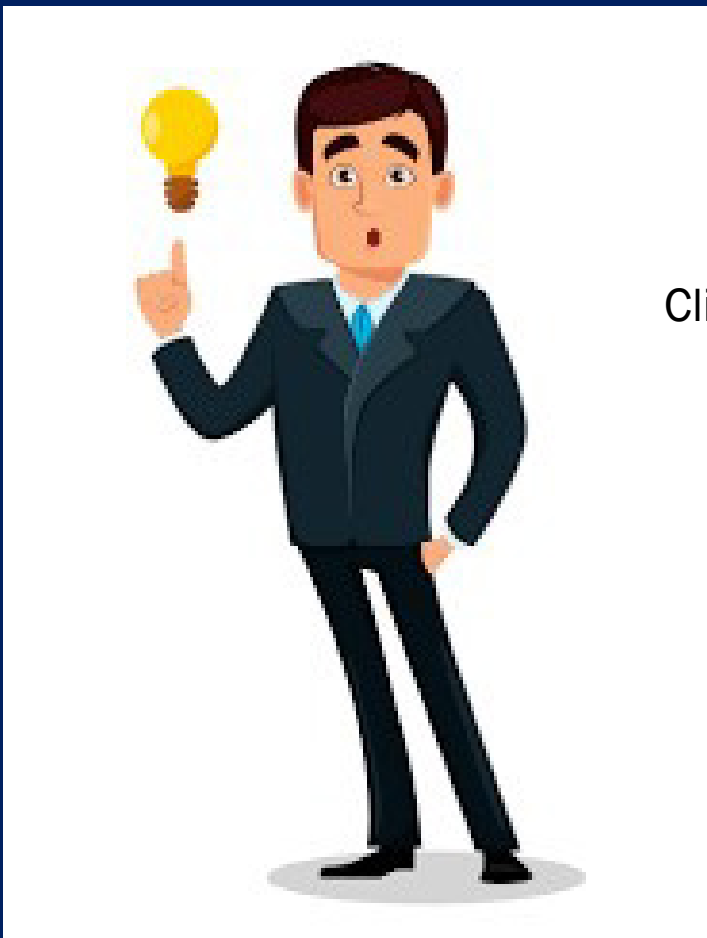
Online Members have taken..... "The 1st step"

- They've demonstrated their interest!
- And **confirmed their eligibility**
- They have chosen a council or been assigned to a council by the Online Membership Chair
- They show up in the "Prospect Tab"





The Value of the 1st step...He's already with us!



Click to add text

- Offering the invitation to membership can be a challenge to many of us!
- We've all struggled to grab a potential new member's attention.....after mass, at a social event, at a CYO game etc.
- Not everyone is good at the "Elevator Speech"
- The Online Member is already "Onboard" in terms of our mission and values.



So What's our challenge? The Online Member took the 1st step.....Councils must now take the next 5!



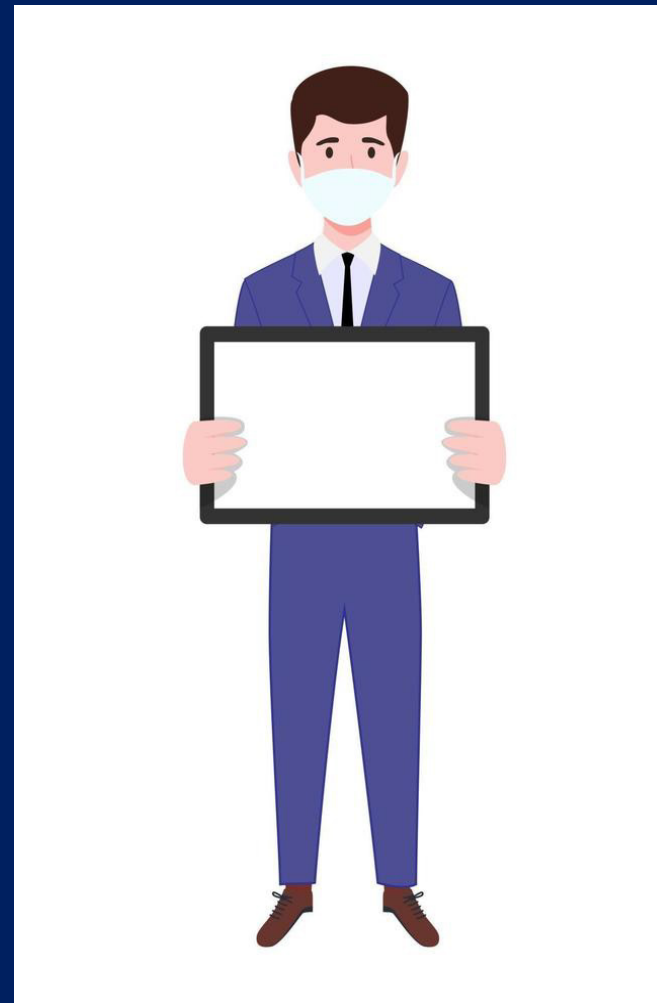
- Welcome & Introduce to Members
- Engage & Inform
- Invite to Fraternal / Social events
- Get them to an exemplification
- Make them a member of our Council!



Let's Clarify terms...Prospect vs Candidate

Prospect = **Brother Knight** / Joined Online

Candidate = **Potential** Member





How does a Council know they have a potential new online member - a Prospect?

- He's assigned to a Council's Prospect Tab in Officers Online by his choice when he joins online or by the State Online Chair
- GKs and FSs can view the Prospects who have identified their Councils as their "preferred council"
- GK and FS will see the Prospects name, contact information, member number, parish affiliation and date the new Online Member joined the Knights

Council #	Assigned Date	Name	Member #	Entry Date	Ceremonial Date	Action
41	03/08/2019	Kevin R Mayes	5073057	03/07/2019	MM/DD/YYYY	Transfer Reject
41	03/07/2019	MR Raudel J Dominguez	5068741	02/19/2019	MM/DD/YYYY	Transfer Reject
41	02/06/2019	Mr Mark J Farley	5065984	02/05/2019	MM/DD/YYYY	Transfer Reject
41	12/12/2018	Christopher A Ferraro	5044118	10/21/2018	MM/DD/YYYY	Transfer Reject
41	10/19/2018	Ryan Vesciglio	5044003	10/19/2018	MM/DD/YYYY	Transfer Reject
41	09/12/2018	Mr Garvey Fox	5036262	09/12/2018	MM/DD/YYYY	Transfer Reject



That 1st Step includes joining via Online Portal
KofC.org/JoinUs
Efficient, user friendly, digital experience



- Stream lined - efficient way to join.
- 24/7 outreach to potential new members
- Amplifies the message of the Knights of Columbus - reaching across generations, interests and availability



kojc.org/joinus - Step #1 Eligibility / Name / Age / Contact

KNIGHTS OF COLUMBUS

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**, 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.

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

Lead With Faith
Deepens your faith with access to spiritual resources to help you become a better Catholic man.

- Access to knights.net
- Subscription to Columbus, 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

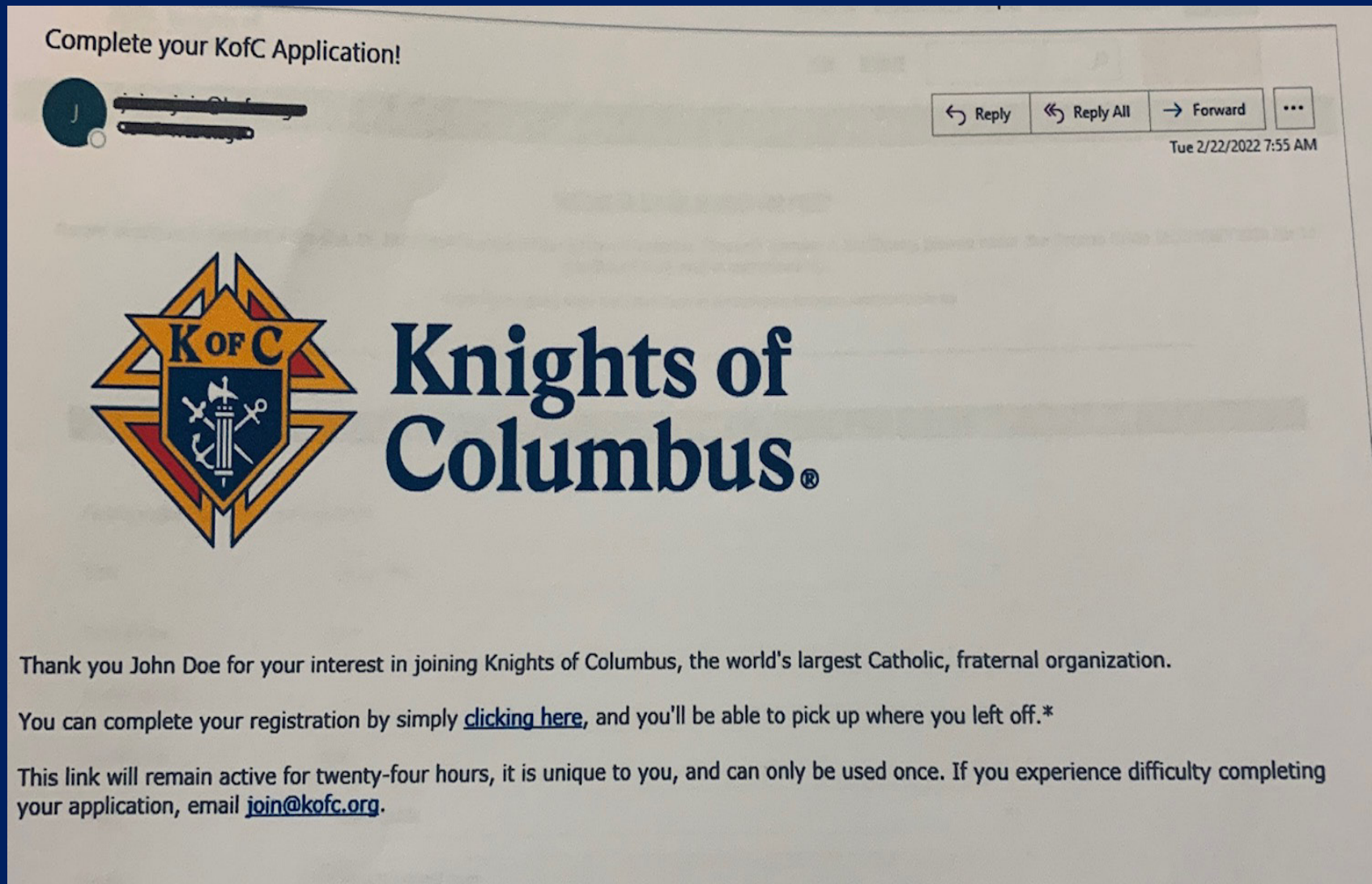
- Personal information including – State/Jurisdiction; Name; Email; Date of Birth; Preferred Language

■ 3 Key Confirmations –

- 1) I am a baptized Catholic
- 2) I am a practical Catholic
- 3) I agree to abide by the “Laws and Rules of the Knights of Columbus ; the Constitutional Roll of Membership and the Privacy Policy....and you are not a “Robot”



Email Validation Step





Information – Prepopulated from 1st screen...

JOIN US TODAY

INFORMATION

PAYMENT

SUBMIT

Fields indicated with * are required.

Title	Select Title	▼
First Name	George	*
Middle Initial		
Last Name	Ruth	*
Suffix	Select Suffix	▼
Email	GreatBambino@kofc.org	*
Mobile Phone		*
Date of Birth	01 - Jan	6 1920

MAILING ADDRESS:

Street Address		*
Zip/Postal Code		*
City		*
State	Maryland	*
Country	United States	*

☐ 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.

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



- Candidate hopefully checks box “interested in joining a local council”
- Candidate enters “Preferred” council number
- Email sent to State Deputy, State Membership Team, FS & GK
- 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? *



Payment stage - McGivney 2020 promo



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.



Edit / Submit Online Application

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 >

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.

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.



And now.....“He’s a brother knight!”

- A practical Catholic man age 18 or above 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.





As a Brother Knight, he receives.....

- **Access to Insurance Benefits**
- **Information regarding the history and good works of the Order**
- **Columbia magazine**
- **Invitations to local service opportunities**
- **Membership Card / Can Attend Business Meeting**





We've talked about what Online Membership does....let's consider what it does not do!

- **Does not change the requirements** for membership i.e. practical Catholic, 18 years or older
- **Does not eliminate necessity for degrees** or the need for council membership - **Prospect must attend an exemplification** in order to join a council
- **Does not change who we are as an Order** – Prospects are informed about our rich history and good works
- **Does not create or replace the fraternal bond!**



Remember – a new online member is not yet

- Not yet a member of your Council
- Not yet a 3rd Degree Member
- Doesn't show up in Member Management
- **and the clock is ticking!**



MOVE TO THE NEXT STEP**INVITE HIM TO AN EXEMPLIFICATION** & UPDATE THE CEREMONIAL DATE IN THE PROSPECT TAB

- And now you've got a brand new 3rd Degree member!
- Who can help ensure the success of your charitable programs
- Who is prepared to serve and offers creative energy & new ideas
- Who contributes to the fraternal spirit of the council





Prospect Tab Video - Fraternal Training video

Connecticut > 1 > #10705 (New Haven)

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

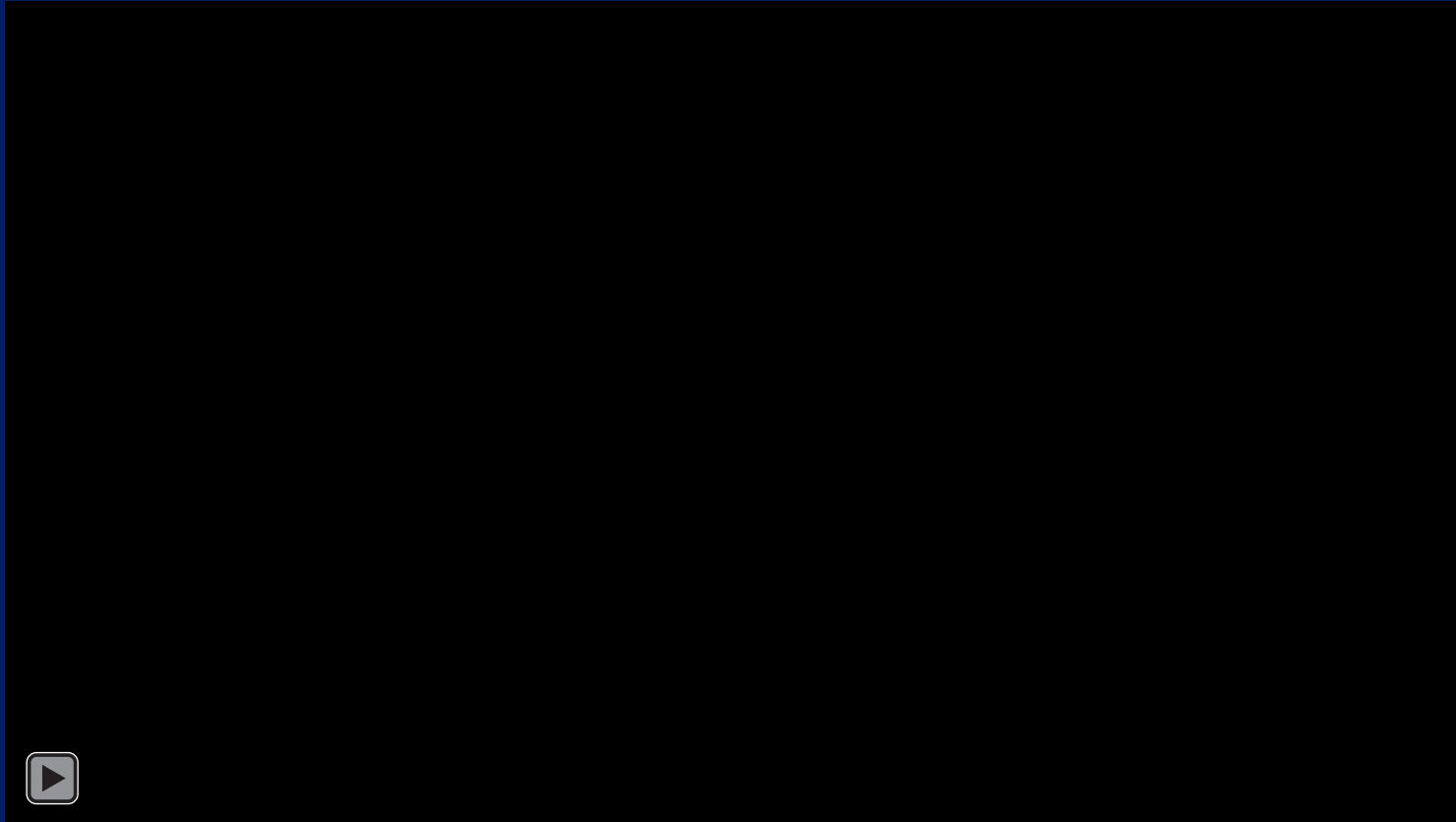
Assigned

Search:

Council #	Assigned Date	Name	Member #	Entry Date	Ceremonial Date	Action
10705	03/08/2018	Name	Member #	11/08/2017	<input type="text" value="10/21/2020"/>	<input type="button" value="Transfer"/> <input type="button" value="Reject"/>



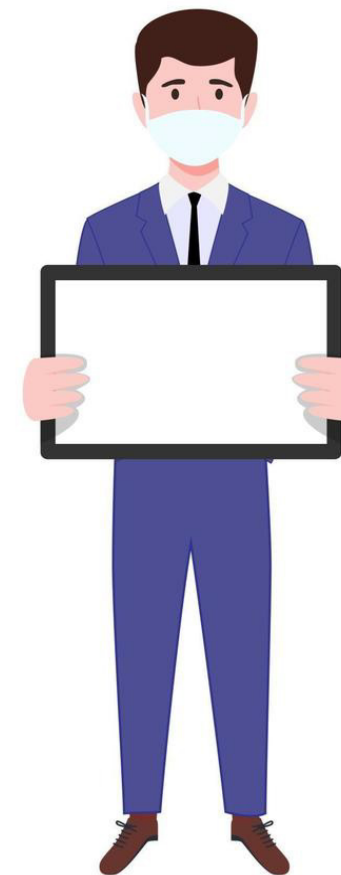
Fraternal Training Videos - Fraternal "How To" Videos - Membership - Prospect Tab





Candidate Tab

- The Candidate tab in Officers Online provides opportunity for GK or FS to collect information for a potential new member
- Grand Knights and Financial Secretaries enter information that would typically be written in a Form 100.
- State and Local Councils cannot move Online Members from the prospect tab to the candidate tab





Candidate Tab video - Fraternal Training videos

Membership Reports Forms Publications Prospect **Candidate**

Pending Members

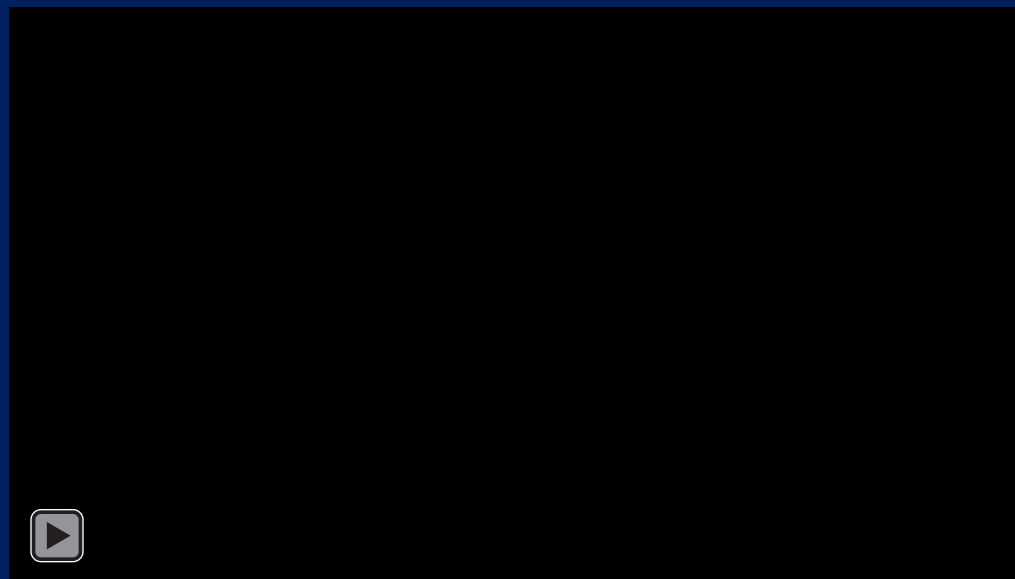
Search:

Created Date	Name	Email	Ceremonial/ Process Date	Action
03/30/2020	Anthony Martinez	Anthony@gmail.com	<input type="text" value="MM/DD/YYYY"/>	<div><div>Add</div><div>Process</div><div>Delete</div></div>

Previous 1 Next



*Fraternal Training Videos - Fraternal "How To" Videos - Membership - **Candidate Tab***





A good place to start for understanding the process - kofc.org Fraternal training videos

FRATERNAL VIDEO LIBRARY

VIDEOS

Search Videos

Communications

Council Operations

District Deputy

Forms

Meetings

Member Management/Member Billing

Membership


Officers Online

Programs (Faith in Action)


Membership

6 videos


Sort: Most Recent




Online Join Process Training Video
6:22




Prospect Tab Training Video
3:55




Candidate Tab Training
4:00



Data Extract Tool Training Video
2:54



Quick Tips FROM FRATERNAL
HOW TO RUN A SUCCESSFUL OPEN HOUSE
How to Run a Successful Open House
3:35
Fraternal training videos for the field.



Online Membership
5:36
Online Membership

30



Remember it works and invites men to.....

- Lead with Faith
- Protect their Families
- Serve with and for Others
- Defend their Values
- And ensure the success of our Council's good works now & into the future!





Questions / Discussion

- Bill Newbrough
- Online Membership and Growth Chair
- bnewbrough2912@comcast.net
- 301-452-6124



