



Council Growth Team

Online Membership

Bill Newbrough – Online Membership Chair

DD Leadership Presentation



As District Deputy – you have a 30,000 ft view!

- You have the privilege of seeing & promoting the good works and programs of Councils.....
- Throughout your District
- And across the MD Jurisdiction
- As DD, you have opportunities to appreciate the amazing impact of the good works of the Order at the **micro and macro level**





The Privilege of that view should lead you to an important conclusion.....

- **New Members are critical** to ensure the success of our good works - charitable and fraternal
- Both Now and especially in the future!
- We have a moral obligation to issue that invitation





And as a DD...you have a critical role to play

- In **promoting and encouraging** the use of Online Membership
- **Providing support and assistance** to your GKs as they onboard new members – Prospect Tab
- Encouraging Councils to make **immediate contact** with new Online Members and begin integrating them into the life of the Council
- And ensuring opportunities to attend an **Exemplification of Charity, Unity & Fraternity**



As a District Deputy in 2018,

**I SAW THE TREMENDOUS
VALUE.....**and a few challenges of
Online Membership.

The value is clear!





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





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
- They have **taken the 1st Step toward joining....**





As a DD - How can you help your councils tap into this reservoir of potential new members?

- **Understand** the Process and Terminology
- **Promote** the use of Online Membership at every opportunity
- As discussed at the May "Meet and Greet" – be clear on what Online Membership is and what it is not – **it's a 1st Step**
- Take an active part in ensuring your councils take the **"Next Steps"**
- Remember **Exemplifications are the essential "Gateway"** to Council Membership





*Your homework was.....to take a look at 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

9



Key online membership Processes & Terms

■ **Process**

- **1 - Join Online through Membership Portal**
- **2 - Contact - Welcome / Invite**
- **2 - Exemplification**
- **3 - Prospect Tab – Officers Online - Onboarding Step**
- **Candidate Tab – Officers Online**

■ **Terms**

- **Prospect vs. Candidate**
- **Online Portal – kofc.org/joinus**
- **Assigned / Unassigned**
- **Prospect Tab**
- **Candidate Tab**

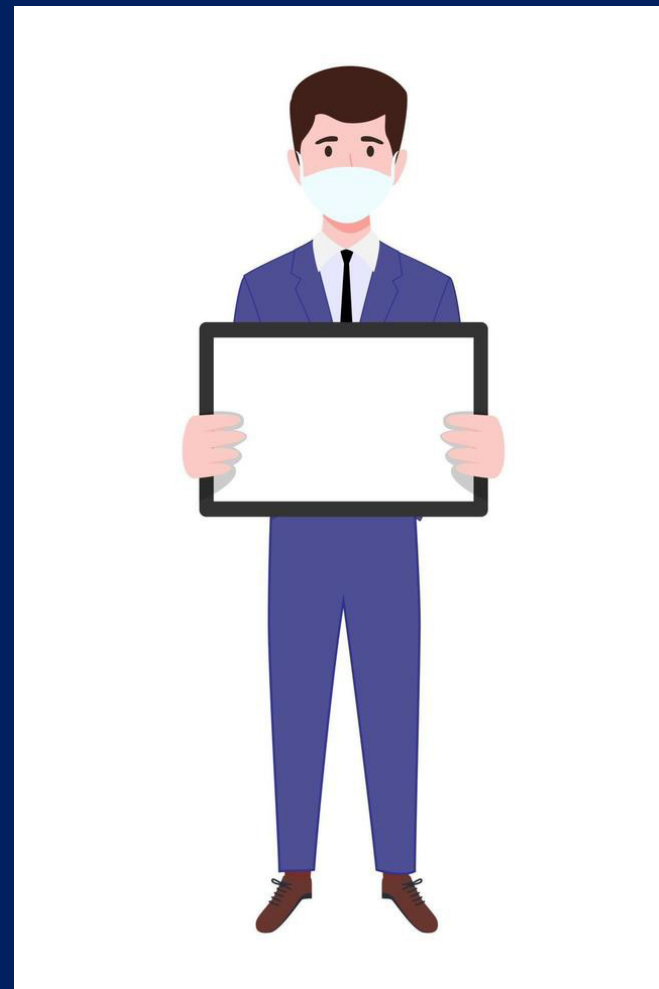


Prospect vs Candidate

- Prospect = BROTHER KNIGHT /
Joined Online



- Candidate = Potential Member








The Prospect joins through the online portal joining – kofC.org/joinus





Eligibility / Name / Age / Contact Info.



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. 1-13 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 *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

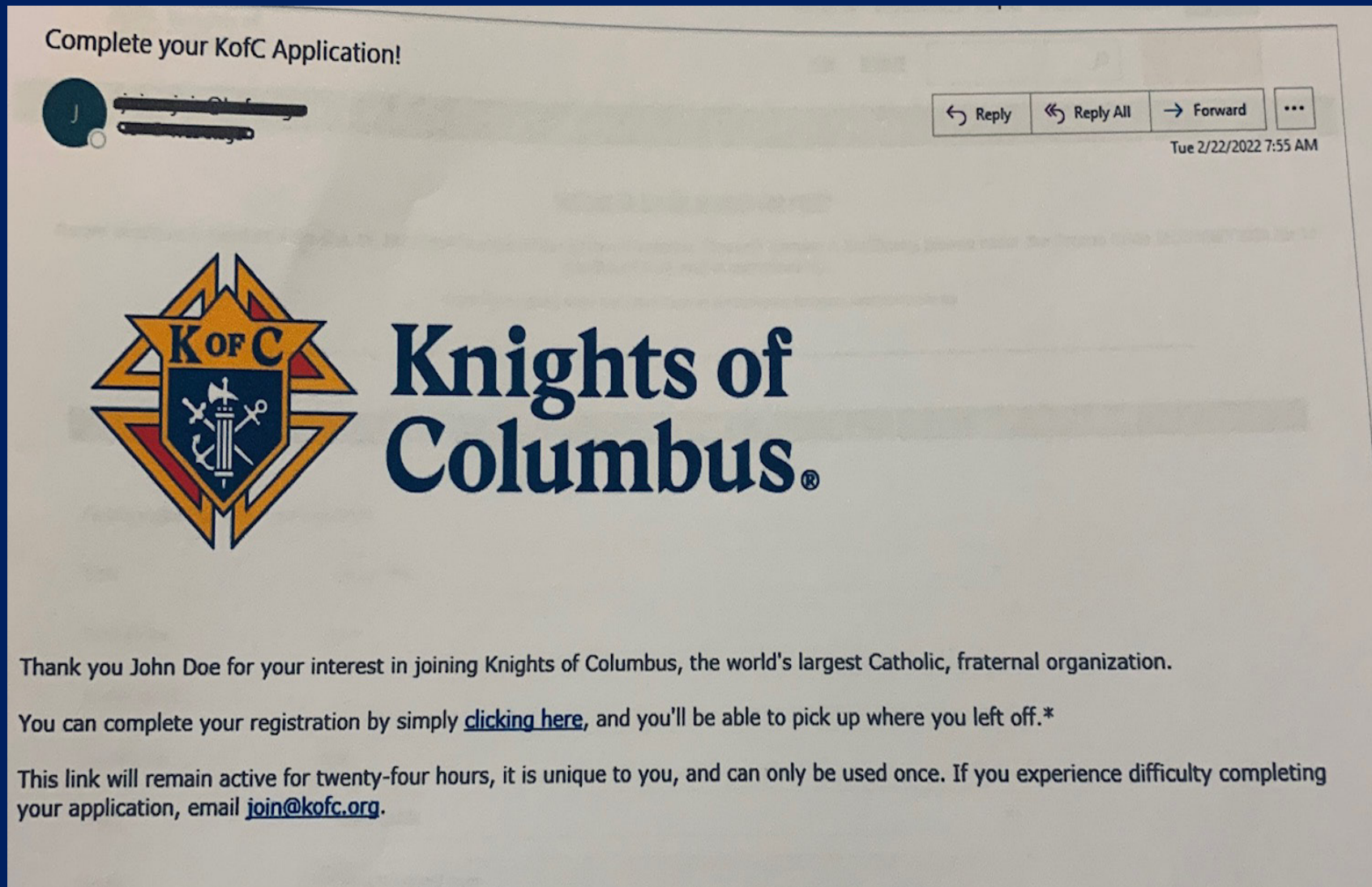
- Personal information including – State/Jurisdiction; Name; Email; Date of Birth; Preferred Language

- **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





Prospect Types

- The “**Assigned**” - online members who have expressed interest in joining locally, and have included a specific council number.
- The “**Unassigned**” - online members who have expressed interest in joining locally, but have not indicated a specific council number.





If no Preferred Council is specified by new online member...

- He is moved to the Online State Council #98019 as “**Unassigned**”
- State Online Chair will immediately contact & welcome the new Member
Click to add text
- 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)



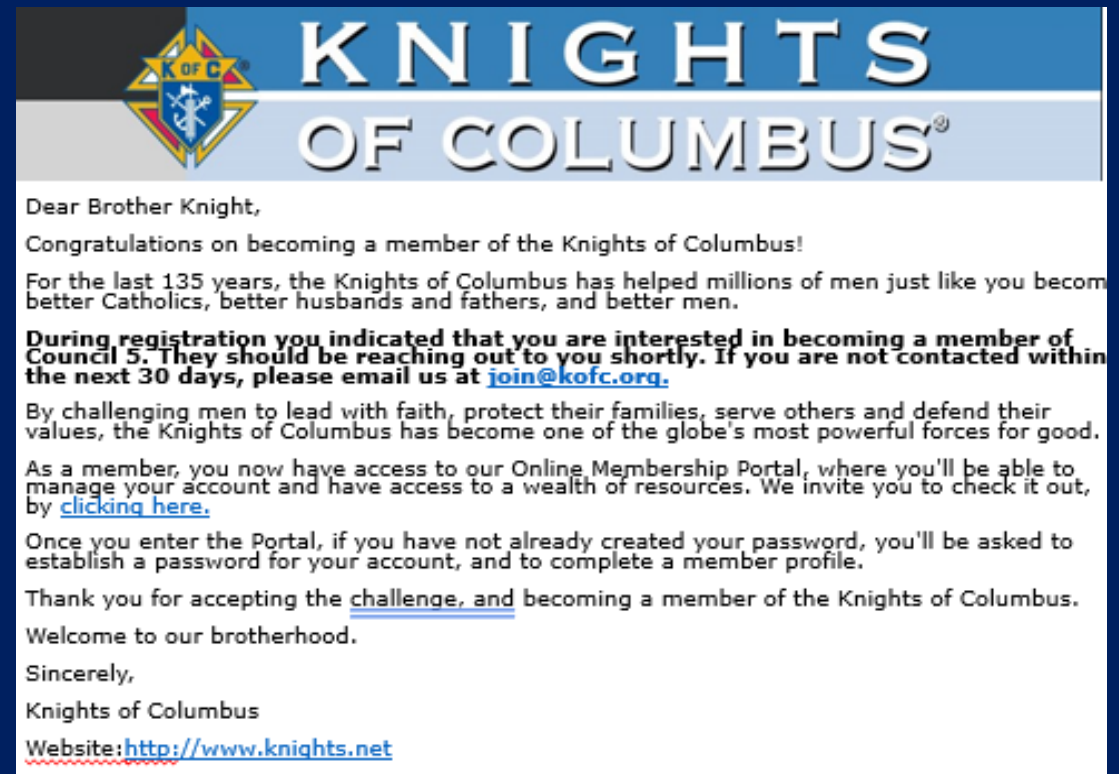
Email sent to online member when A "Preferred Council" is identified

An email sent to State Deputy, Membership Team, GK & FS 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





Transferring Online Members to Local Councils –

“ It’s easy....it’s a transfer! “

- Online Members are encouraged to transfer into local councils and to attend an Exemplification
- Online Members **must go through the ceremonial** before being transferred to a Council
- GK & FS can transfer Online Members via the Prospect Tab by updating the ceremonial date
- When an Online Member transfers to a local council, that council receives credit for adding a new member



Council Prospect Tab - Officers Online

- Online Member assigned to a Council's Prospect Tab by his choice when he joins online or by the State Online Chair
- District Deputies can view the Prospects in their District by Council
- And you will know how long the Prospect has been in the queue
- Important window into how quickly Councils are welcoming new members

Assigned

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 Vesiglio	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

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Prospect Tab - GK & FS have access in officers online

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

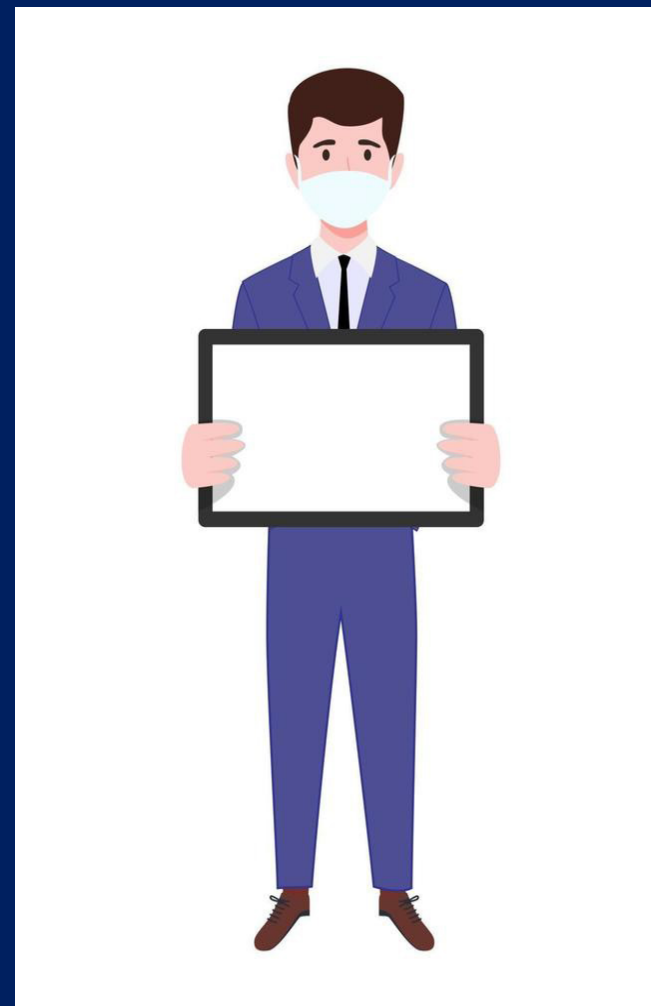
Search:

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"/>



Candidate tab

- The Candidate tab located in Officers Online provides opportunity for GK or FS to enter information for a potential new member
- State and Local Councils cannot move Online Members from the prospect tab to the candidate
- In order to place a pending member into the candidate tab, Grand Knights and Financial Secretaries must enter information as you would for a Form 100.





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>

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In Conclusion – The DD & Online Membership

- Important to fully **understand, appreciate and promote use**
- **Encourage** Councils to use the Online Membership portal for new members following membership drives
- **Promote use** of the Online Membership Portal before Degrees
- **Take an interest in how the Council utilizes** Online Membership
- Ensure that Councils are **contacting Prospects ASAP**
- Take an active role in ensuring that Councils **Welcome and Engage** New Members and Invite them to an Exemplification of Charity, Unity and Fraternity



By doing so - you will help ensure that the online members **“1st step” is only a beginning**

- That leads to a faith filled life of service
- That ensures the **growth and success** of our Councils
- That provides **helping hands** and **courageous creative minds** to do the charitable work of our Order
- That **form the Fraternal Bond** and life long friendships that we all cherish
- That **“Cry the Gospel with their life!”**





Questions / discussion

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