



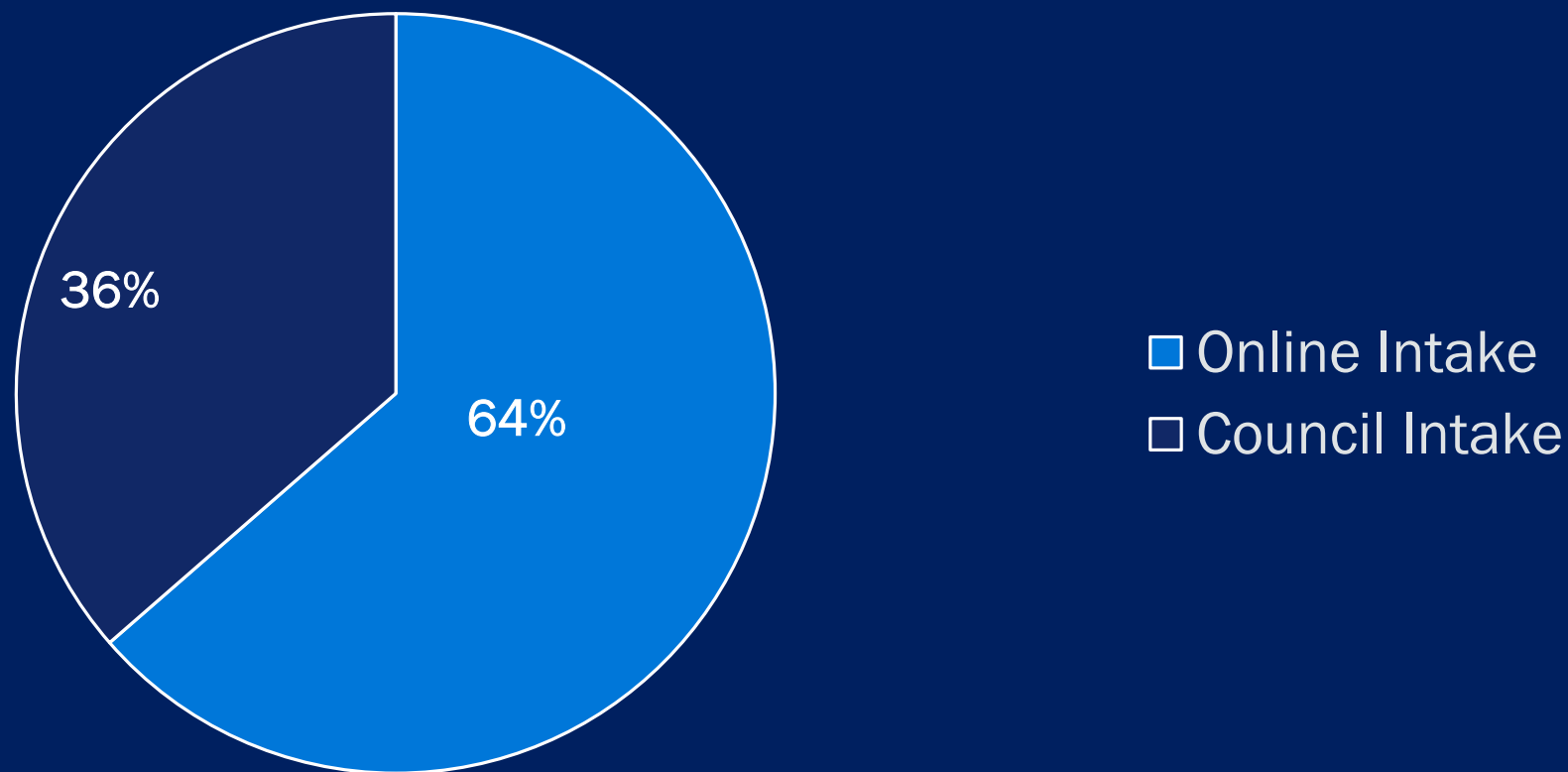
# **Council Growth Team**

## **Online Membership**

**Bill Newbrough – Online Membership Chair**  
**Fall Meeting Presentation**



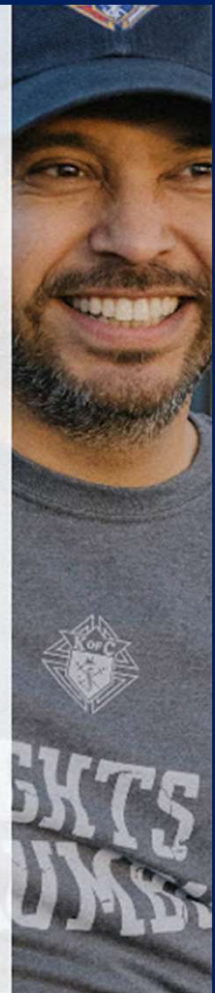
Let's be clear – the online “[kofc.org/joinus](https://kofc.org/joinus)” process is a **powerful tool** to promote new membership and it's working!  
2021-2022 Intake (US & CAN)





## *KofC.org/joinus - 80,000 New Members since 2018*

- Reduced from 3 pages to 1
- Unnecessary fields eliminated
- Verification renamed “confirm membership” and moved to the last step of the application
- Enter either agent referral code or promo code, not both.
- Applicant’s mobile phone number is required
- Parish name, city, and state are not required

A screenshot of the KofC.org/joinus application form. The form is titled "YOUR INFORMATION" and includes fields for Name (First, Last), Email, Password, and Confirm Password. It also has checkboxes for "I am a baptized Catholic male" and "I am a practical Catholic". Below this is the "MAILING ADDRESS" section with fields for Street Address, Apartment, City, State, and Zip. There are also fields for "Agent Referral Code" and "Promo Code". At the bottom, there is a checkbox for "I agree to abide by the Laws and Rules of the Knights of Columbus, the Constitutional Bill of Membership, and accept the Privacy Policy".



## *GK Testimonials.....*

” We will continue to support the online membership process. In fact, I’m asking guys to sign up online, it makes the process so much easier; no spelling or typo SNAFUs, no paperwork..... they agree to the constitutional roll during sign up. Jim (FS) had no logistics to do tonight because he signed up online. **I just put his date in after it was over and he’s ours. Too easy. ”**

” The online registration process makes it so easy to bring new members in..... Peter is already a board member of our charity corporation, regular participant in our successful men’s fellowship group and brings wide skill and experience in running non-profits. We are happy he joined the Knights and **we’ve connected on our upcoming exemplification later this month. ”**



**As DD – in order to fully realize the potential impact of Online Membership - You need to appreciate the Big Picture.....It's important to the success of every council!**





**As DD – You have a critical role.....**  
in promoting and supporting Online membership! And communicating.....

- The **urgent need for new members** and why it matters
- The value of **maximizing our outreach** and the impact of a 365 days per year - 24 / 7 invitation to new membership
- The value of **“The First Step”** / the challenge of the next steps
- And what Online Membership is .....and what it is not



## In order to be effective in promoting Online Membership - As DD, you must understand.....

- The **Terminology and Processes** for Online resources including
  - The Online “Join Us” process – [kofc.org/joinus](https://kofc.org/joinus)
  - Prospect vs Candidate
  - Use of Prospect Tab / Candidate Tab & Role of FS / GK
  - Importance of the “Exemplification of Charity, Unity and Fraternity” as the essential gateway to local council membership



**54% of new online members have transferred to local councils.....what's the hold up?**

- **The most frequent complaints heard from those who have not transferred to a local council....**
  - “Nobody contacted me locally”
  - “I haven’t been invited to participate in a service, volunteer or charitable opportunity”
  - “No one seems interested in having me join their council”





## Remember, new online member is receiving weekly communication from Supreme

- New Member receives 1<sup>st</sup> week welcome packet and membership card
- They receive a 10 week emailed curriculum informing them of the charitable work and faith formation initiatives of the Order
- In week 9, they receive a report on the Order's accomplishments.
- **That's all great.....but the local Council outreach to the new member is key.**



# The Online Member took the 1<sup>st</sup> step.....**Councils must now.....**

Welcome & Introduce

Invite to Charitable / Social events

Engage & Inform

Get them to an exemplification

Make them a member of your Council!

**New members represent unlimited potential that can re-energize our Councils!**





# Since Leadership – I hope you've had the opportunity to view fraternal training videos for membership.

## 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

How to Run a Successful Open House  
3:35  
Fraternal training videos for the field.

Online Membership  
5:36  
Online Membership

11



AS A DD, OFFICERS ONLINE GIVES YOU ACCESS TO VIEW “**PROSPECTS**” IN YOUR DISTRICT. HOPEFULLY YOU ARE FAMILIAR WITH...

**KNIGHTS OF COLUMBUS**

**OFFICERS ONLINE**

[CHANGE PASSWORD](#)
[LOGOUT](#)

[LANGUAGE: ENGLISH](#)
[FAQ](#)

[UPDATE YOUR PROFILE](#)

**Officers Online**

Hi Michael Watson | Last Login: 10/9/2022 at 9:53 pm
[District Deputy](#)

[Urgent Messages](#)

Maryland 18 Council

[Supporting Applications](#)

Officers Desk Reference

Office Of Youth Protection

Home Corporations

Knights Gear

Supplies Online

Canadian Supplies Online

[Membership](#)
[Reports](#)
[Forms](#)
[Publications](#)
[Prospect](#)

Awards Progress								
	Quota	Month to Date			Year to Date			
		Gain	Loss	Net	Gain	Loss	Net	%
MBR	31	0	0	0	7	0	7	23
INS	0	0	0	0	2	0	2	

District Membership	
Total Membership 10/11/2022	YTD Change in Membership
1100	-35

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KNIGHTS OF COLUMBUS

OFFICERS ONLINE

CHANGE PASSWORD

LOGOUT

LANGUAGE: ENGLISH

FAQ

UPDATE YOUR PROFILE

Officers Online

Hi Michael Watson | Last Login: 10/15/2022 at 12:13 pm

District Deputy

Urgent Messages

Maryland
18
Council

Supporting Applications

Membership

Reports

Forms

Publications

Prospect

Assigned

Search:

Council #	Assigned Date	Name	Member #	Entry Date	Ceremonial Date
2797	10/03/2022	Mr John Joseph Sullivan	5306669	09/30/2022	
2797	10/03/2022	Andrew M Emerson	3822780	10/24/2002	
2797	09/20/2022	Ryan Maits	5303689	09/20/2022	
2797	02/26/2022	Connor Fleury	5265382	02/20/2022	
5567	07/17/2022	Mr Chris Wychock	5294298	07/14/2022	
9774	10/12/2022	Mr Peter J Illig	5308371	10/12/2022	
12796	05/01/2022	Mr Philip Gannuscio	5278954	04/24/2022	
13008	06/10/2022	Mr Phil Capannelli	5286386	06/04/2022	
13008	05/18/2022	Mr Adam L Novak	5283679	05/18/2022	
13008	02/09/2022	MR Brandon Kendall McRae	5262682	02/05/2022	

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## **DD Prospect Tab provides real time view into how your Councils are doing with Online Membership**

- **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**





**Candidate Tab – great way to build data of potential new members and conduct transfers.**

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



## **Where the rubber hits the road.....I hope you've all had direct experience in promoting, explaining, using Online Membership**

- **Promote use of Online Membership during Church Drives, before exemplifications, at Church, sports and social events**
- **Encourage new members to enter a preferred council number when applying for membership using [kofc.org/joinus](https://kofc.org/joinus)**
- **Make sure your Councils are reaching out to new members in their Prospect Tab ASAP**
- **Promote frequent Exemplifications in your District and encourage councils to invite Online Members to attend**





**I need your help! And I will be calling!**  
**Thanks in advance!**

- Unassigned members who join without specifying a preferred Council require a little extra work
- I'll be reaching out to the member, area GK's and DD's to determine an appropriate council assignment
- Discuss specific scenarios:
  - New member has no preferred council; he lives in one town and worships in another. His parish has no parish based council. There are 3 Councils in and around where he lives



# Now let' go to work. Online State Council 98019 Rosters

MD-98019-Roster-2022-07-06 [Read-Only] - Excel

bnewbrough2912@comcast.net

	M	N	O	P	Q	R	S	T	U	
	CITY	STATE_PROVINCE	POSTAL	COUNTRY	CELL_PHONE	Person Status	BIRTH_DT	Age	PARISH_NAME	PARISH
1	Belcamp	MD	210170240	US	410-829-9876	MEMBER	12/7/2001	20	APG Chapel	Aberdeen P
2	Baltimore	MD	212304724	US	773-842-0489	MEMBER	5/10/1974	48	Arch. of Baltimore	Balt
3	Bowie	MD	207161326	US	301-617-0321	MEMBER	7/24/1997	24	ASCENSION CHURCH	Be
4	Dundalk	MD	212223028	US	443-583-6998	MEMBER	5/29/1981	41	Baltimore	DUI
5	Baltimore	MD	212245078	US	410-302-8147	MEMBER	7/27/1984	37	Baltimore	Balt
6	Baltimore	MD	212305523	US	443-944-7687	MEMBER	6/12/1994	28	Baltimore Basilica	Balt
7	Bel Air	MD	210151132	US	732-207-3300	MEMBER	6/7/1982	40	Bel Air	Be
8	Chevy Chase	MD	208154062	US	301-250-5035	MEMBER	11/12/1964	57	Blessed Sacrament	Chev
9	Bethesda	MD	208142339	US	202-997-1802	MEMBER	12/4/1953	68	Blessed Sacrament	Chev
10	Chevy Chase	MD	208154952	US	202-536-8306	MEMBER	6/12/1974	48	Blessed Sacrament	Was
11	Bethesda	MD	208156244	US	202-735-3134	MEMBER	2/11/1983	39	Blessed sacrament	Chev
12	Severna Park	MD	211464223	US	716-228-9959	MEMBER	2/11/1998	24	Canisius College	Bu
13	Towson	MD	212861458	US	443-834-9938	MEMBER	9/21/1993	28	Cathedral of Mary Our Queen	Balt
14	Baltimore	MD	212345824	US	410-598-1427	MEMBER	6/24/1974	48	Cathedral of Mary our Queen	Balt
15	Parkville	MD	212343501	US	443-834-4369	MEMBER	4/29/1995	27	Cathedral of Mary our Queen	Balt
16	Towson	MD	212861423	US	443-463-1823	MEMBER	10/12/1971	50	Cathedral of Mary Our Queen	Balt
17	Cockeysville	MD	210302202	US	410-963-7056	MEMBER	7/27/1976	45	Cathedral of Mary Our Queen	Balt
18	Street	MD	211541628	US	443-617-6913	MEMBER	8/10/1994	27	Cathedral of Merry are queen	Balt
19	Gwynn Oak	MD	212071248	US	443-570-6391	MEMBER	10/27/1982	39	Cathedral our Lady of Baltimore	Balt
20	Baltimore	MD	212121236	US	443-691-3850	MEMBER	2/14/1975	47	Christ the King	To
21	Hydes	MD	210829741	US	410-702-1451	MEMBER	11/14/1966	55	Christ The King Towson MD.	H
22	Cockeysville	MD	210302929	US	703-431-7237	MEMBER	1/18/1983	39	Church of Nativity	Cock

Sheet1

Select destination and press ENTER or choose Paste

Average: 30125795.01 Count: 283 Sum: 2590818371

8:54 PM 10/16/2022



## QUESTIONS / DISCUSSION

- **Bill Newbrough**  
**Online Council Growth Chairman**  
**bnewbrough2912@comcast.net**  
**301-452-6124**



