



Council Growth Team

Online Membership

Bill Newbrough – Online Membership Chair
DD & GK Mid Term Presentation



Since the introduction of Online Membership in 2018, 80,000 new members have joined using “kofc.org/joinus”

Approximately 25,000 join online each year

Over 200 new online members in MD this fraternal year





Let's be clear – the online “kofc.org/joinus” process is a **powerful tool** to promote new membership and **it's working!**
2021-2022 Intake (US & CAN) 64% Online





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..... I just put his date in after it was over and he's ours. Too easy. " GK Brian Hiles – Our Lady of Guadalupe #12127

" 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. " GK Matt Hoyle – Mater Dei Council # 9774



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 McGiveny





Each new Online Member represents unlimited potential for good in our councils....





Two New Online Members / Two Faith Journeys





The Online Member took the 1st step.....**Councils must now.....**

Welcome New Members

Invite to Charitable / Social events

Engage these New Members

Get them to an exemplification

Make them a member of your Council!





Updated Online Membership Application



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JOIN ONLINE FOR FREE!

As we continue to celebrate Blessed Michael J. McGivney's Beatification, please enter the Promo Code **BLESSEDMCGIVNEY** to join online for free. *

*Local council dues vary. ?

[I am not located in USA or Canada >](#)

YOUR INFORMATION

Title

Select Title

Name *

First

Last

Suffix

Select Suffix

Email *

Confirm Email *





An applicant can choose to use an Agent Referral Code OR a Promo Code, but not both. Eligibility boxes must be checked to submit the application

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Mobile Phone *

What is your date of birth?

Month * Day * Year *

MM DD YYYY

Preferred Language *

English

Agent Referral Code ?

ADD

☐ I am a baptized Catholic male *


☐ I am a practical Catholic *

MAILING ADDRESS:

Street Address *


Zip/Postal Code * City *


State/Province * Country *






If there is a preferred local council, you can enter its # and the # of the member who referred you . Member agrees to abide by the Laws and Rules of the Order

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Preferred Local Council 

Member Referral Number 

Parish Name

Parish City

State/Province

Select State/Province 

PROMO CODE

As we continue to celebrate Blessed Michael J. McGivney's Beatification, please enter the Promo Code **BLESSEDMCGIVNEY** to join online for free.

Enter Code

ADD

Your annual membership dues will not auto-renew. Next year you will receive an email and payment link from the Knights of Columbus inviting you to renew your membership.

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





Be sure to press the ADD button once the promo or agent referral code is entered!

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Select State

PROMO CODE

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Enter Code

BLESSEDMCGIVNEY

ADD

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☐ I'm not a robot

reCAPTCHA

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JOIN

Amount:
\$30.00 USD

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If the Promo Code box or the Agent Referral Code box are checked, the amount will show as \$0.00.



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PROMO CODE

As we continue to celebrate Blessed Michael J. McGivney's Beatification, please enter the Promo Code **BLESSEDMCGIVNEY** to join online for free.

Enter Code

ADD

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☐ I'm not a robot



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JOIN

Amount:

\$30.00 USD





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Your annual membership dues will not auto-renew. Next year you will receive an email and payment link from the Knights of Columbus inviting you to renew your membership.

Congratulations! You are qualified for a special promotion for the first year of your membership to the Knights of Columbus!

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

☒ I'm not a robot



JOIN

Amount:

\$0.00 USD

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**Knights
Gear**





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THANK YOU FOR JOINING THE KNIGHTS OF COLUMBUS!

Together with more than 2 million brother Knights across the globe, you are now part of the world's largest Catholic fraternal organization! Now is the time to lead with faith, protect your family, serve others, and defend your values!

You will receive an email to confirm your membership. Please confirm your membership in the next **24 hours** or your membership will not be processed.





From: eMembership <eMembership@kofc.org>
Sent: Wednesday, October 05, 2022 1:34 PM
To: Web Stage <webstage@kofc.org>
Subject: ACTION REQUIRED: Membership Incomplete



Dear Brother John,

Please click the button below to confirm your membership in the Knights of Columbus and let's make this official!

CONFIRM MEMBERSHIP

The Confirm Membership button is unique to you and will remain active for 24 hours.

Please reach out to eMembership@kofc.org if you require any assistance.

Fraternally,
Membership Engagement Team
Knights of Columbus





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IT'S OFFICIAL YOU'RE A KNIGHT!

Welcome to the Knights of Columbus, the world's largest Catholic fraternal organization! We are a brotherhood of over 2 million Catholic men, bound together by the principles of charity, unity, fraternity, and patriotism.

This is the first part of an onboarding program that will help you fully appreciate this fraternal Order that was founded by Blessed Michael J. McGivney in 1882. Over the next three months, you will receive weekly emails that introduce you to the many benefits and experiences that Knights enjoy. You will also receive a personalized welcome packet by mail.

You may reach out at any time to local councils and participate in their social life, prayers, charities, and service projects. Please reach out to eMembership@kofc.org if you require any assistance.

Membership in the Knights of Columbus can be the experience of a lifetime. You are encouraged to take advantage of every opportunity to grow in faith and perform works of charity. We look forward to guiding you on this first stage of your formation as a Knight.



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MEMBER RESOURCES

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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”**





Online Members who express an interest in a preferred council or are assigned will appear in the council “**Prospect Tab**” in Officers Online

Membership
Reports
Forms
Publications
Prospect
Candidate

Assigned

Search:

Council # ▲	Assigned Date	Name	Member #	Entry Date	Ceremonial Date	Action
13819	04/02/2022	Dr Chad M Simon	5274831	04/02/2022	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Transfer"/> <input type="button" value="Reject"/>
13819	03/31/2022	Nicolas Archila	5274503	03/31/2022	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Transfer"/> <input type="button" value="Reject"/>
13819	03/30/2022	Mr Charles Andre' Olivier	5274377	03/30/2022	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Transfer"/> <input type="button" value="Reject"/>

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PLEASE NOTE - 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”



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>

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As DDs and GKs – 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 isand what it is not



Remember to make full use of this powerful membership building resource.....

- **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**
- **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**



QUESTIONS / DISCUSSION

- **Bill Newbrough**
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