



# Online Membership & Growth

## **DD Presentation – Leadership Seminar**

Bill Newbrough – Online Membership & Growth Director



YOU GET IT! RIGHT? I'm  
preaching to the choir!



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# YOU GET IT! RIGHT?



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You get that the online  
[kofc.org/join](https://kofc.org/join) process is:

**Maximizing our outreach** and  
invitation to join by an order of  
magnitude! 365 days a year /  
24 hours a day / 7 days a week

With over 500 joining our  
Councils online in MD this year

Today over 60% of new joins  
are via [kofc.org/join](https://kofc.org/join)





# YOU APPRECIATE THE VALUE IN TERMS OF...



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Providing **access and information** to  
eligible new members where they are

And the **Flexibility** to join when it works  
for them

Increased **efficiency** in the join process  
– form in triplicate vs. electronic data  
delivery

Ensuring **sustainability** for the future of  
our Councils & Charitable Work





As a DD with a year's experience, you understand and appreciate...



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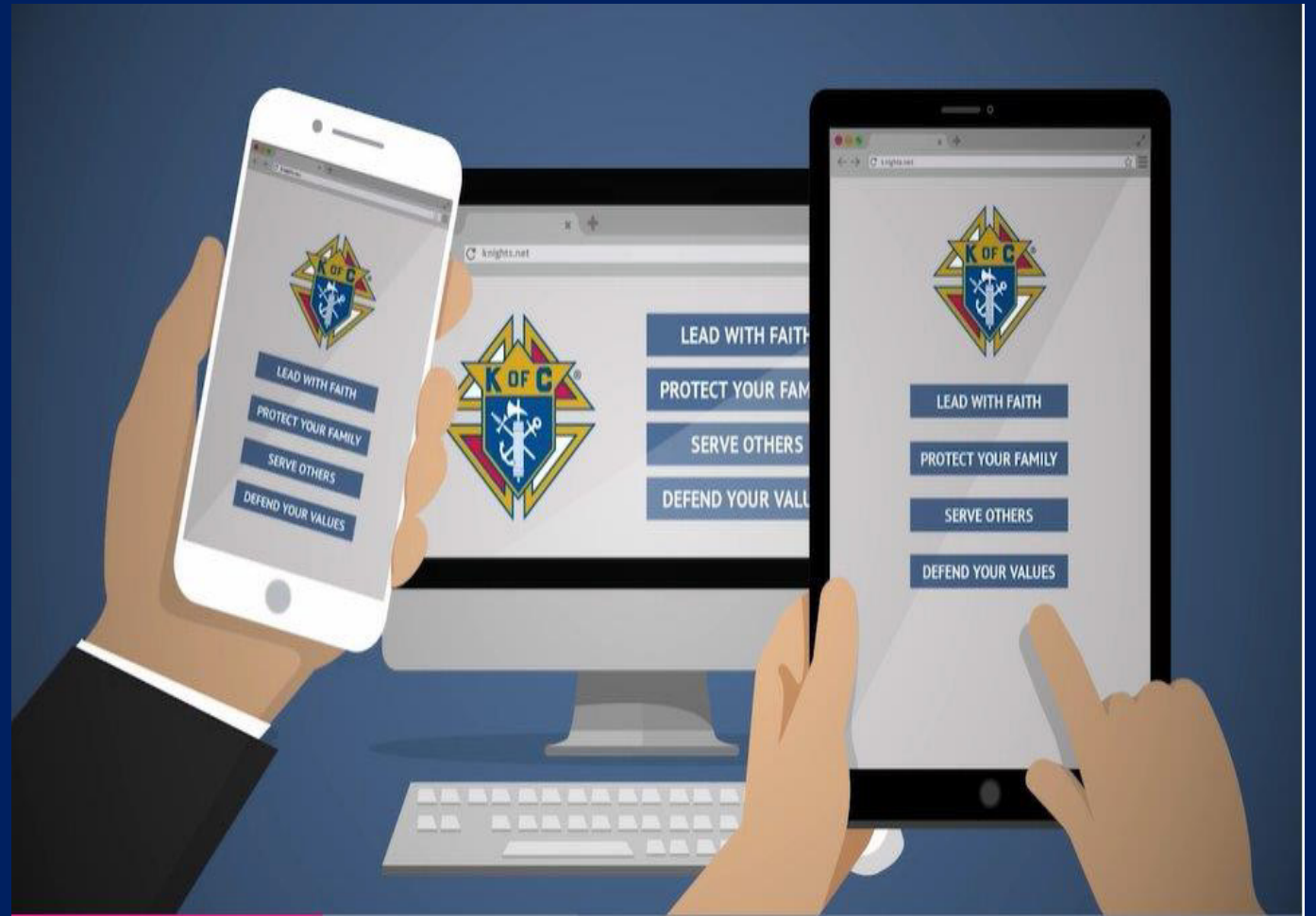
The process and terminology regarding:

The [kofc.org/join](https://kofc.org/join) process

Prospect vs. Candidate

Prospect and Candidate Tab Functionality

The value of monitoring the your District's Prospect Tab by Council







As District Deputy, you get it! You see the  
**Big Picture...**



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The importance of each Council **boldly  
issuing the invitation** to potential new  
members

The devastating impact of negative  
council growth

And the absolute necessity for  
**immediate outreach** to Prospects

The **importance of Exemplifications** as  
the “Gateway to Membership” in our  
Councils





So I'm preaching to the Choir right?



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**Well I would like to hear from you!**

What are your concerns?

What challenges have you faced / What obstacles have you encountered?

Where are you seeing the process or the message break down?

**HOW CAN I AND THE MEMBERSHIP TEAM  
SERVE YOU BETTER?**





What does success look like for your District? For your Councils?



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What are some best practices that can be shared and leveraged across the jurisdiction?

What are some winning strategies for the use of the online process in your District?

Can you think of a council that started slow but overcame their challenges by effectively using the Online Join Process?







## Inspiring Success Stories!



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### Loyola Council & Commodore Barry Council







# The Big Win!

## New Council - Sainte Terre D'Accueil



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## What does success look like at one of our oldest councils – Fr. Rosensteel Council



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Success– One new Knight at a time  
Ryan McDougal – Our Lady of Lourdes #4606  
and Rick Ibanez – Manyanet Council #5567



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# Prospect Tab – Questions?



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**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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# Candidate Tab – Questions?



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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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## Comments / Questions



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