



Online Membership & Growth

GK Presentation – Leadership Seminar

Bill Newbrough – Online Membership & Growth Director



SINCE THE INTRODUCTION OF ONLINE
MEMBERSHIP IN 2018.....



**Knights of
Columbus®**

Over 90,000 new members have
joined using “kofc.org/join”

Approximately 25,000 join online
each year

Over 500 new online members in
MD this fraternal year





LET'S BE CLEAR – THE ONLINE “[KOFC.ORG/JOIN](https://koofc.org/join)” PROCESS IS A **POWERFUL TOOL** TO PROMOTE NEW MEMBERSHIP AND **IT'S WORKING!** 2021-2022 INTAKE (US & CAN) 64% ONLINE



**Knights of
Columbus®**





MAXIMIZING OUR OUTREACH AND INVITATION TO
JOIN BY AN ORDER OF MAGNITUDE!



**Knights of
Columbus®**

365 DAYS A YEAR / 24 HOURS A DAY / 7 DAYS A WEEK



VERSUS





IN A WORLD WHERE CATHOLIC MEN ARE
OFTEN ON THE GO.....ONLINE MEMBERSHIP
PROVIDES



Knights of
Columbus®

Access and information to eligible new
members where they are

And the Flexibility to join when &
where it works for them

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

While ensuring sustainability for the
future of our Councils & Charitable
Work





EACH NEW ONLINE MEMBER REPRESENTS POTENTIAL FOR
ADDITIONAL SERVICE & VOLUNTEER SUPPORT AS WELL AS NEW
IDEAS & LEADERSHIP FOR OUR COUNCILS....



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THE ONLINE MEMBER TOOK THE 1ST STEP.....COUNCILS MUST NOW.....



**Knights of
Columbus®**

- 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

Name *

Suffix

Email *

Confirm Email *






ENTER PHONE; BIRTH DATE; CHECK ELIGIBILITY BOXES & ENTER MAILING ADDRESS. AN APPLICANT CAN CHOOSE TO USE AN AGENT REFERRAL CODE OR A PROMO CODE, BUT NOT BOTH.



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WHO WE AREWHAT WE DOGET INVOLVEDNEWS HUB

Mobile Phone*

What is your date of birth?

Month*

MM

Day*

DD

Year*

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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WHO WE AREWHAT WE DOGET INVOLVEDNEWS HUB

Preferred Local Council ?

Member Referral Number ?

Parish Name

Parish City

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](#).





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BE SURE TO PRESS THE **ADD** BUTTON ONCE THE PROMO OR AGENT REFERRAL CODE IS ENTERED!



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☐ I'm not a robot

reCAPTCHA

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Amount:
\$30.00 USD





IF THE PROMO CODE BOX OR THE AGENT REFERRAL CODE BOX ARE CHECKED, THE AMOUNT WILL SHOW AS \$0.00.



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☐ I'm not a robot



JOIN

Amount:

\$30.00 USD





WHO WE ARE

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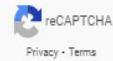
NEWS HUB

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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

WHO WE ARE

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**Knights
Gear**






READ THE FINE PRINT! CONFIRMATION EMAIL



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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,



Knights of Columbus®

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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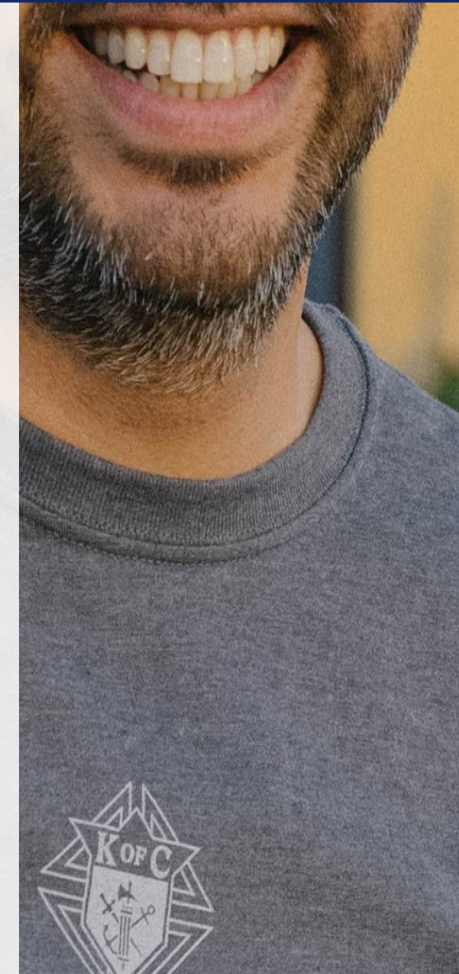
IT'S OFFICIAL YOU'RE A KNIGHT!

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”



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- 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



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Membership

Reports

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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"/>	<div>TransferReject</div>
13819	03/31/2022	Nicolas Archila	5274503	03/31/2022	<input type="text" value="MM/DD/YYYY"/>	<div>TransferReject</div>
13819	03/30/2022	Mr Charles Andre' Olivier	5274377	03/30/2022	<input type="text" value="MM/DD/YYYY"/>	<div>TransferReject</div>

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PLEASE NOTE - 54% OF NEW ONLINE MEMBERS
HAVE TRANSFERRED TO LOCAL
COUNCILS.....**WHAT'S THE HOLD UP?**



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- 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.



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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 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.....



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- 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
- Reach out to new members in your Prospect Tab ASAP!
- Promote frequent Exemplifications and encourage councils to invite Online Members to attend



QUESTIONS / DISCUSSION



**Knights of
Columbus®**

- Bill Newbrough

Online Council Growth Chairman

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301-452-6124



