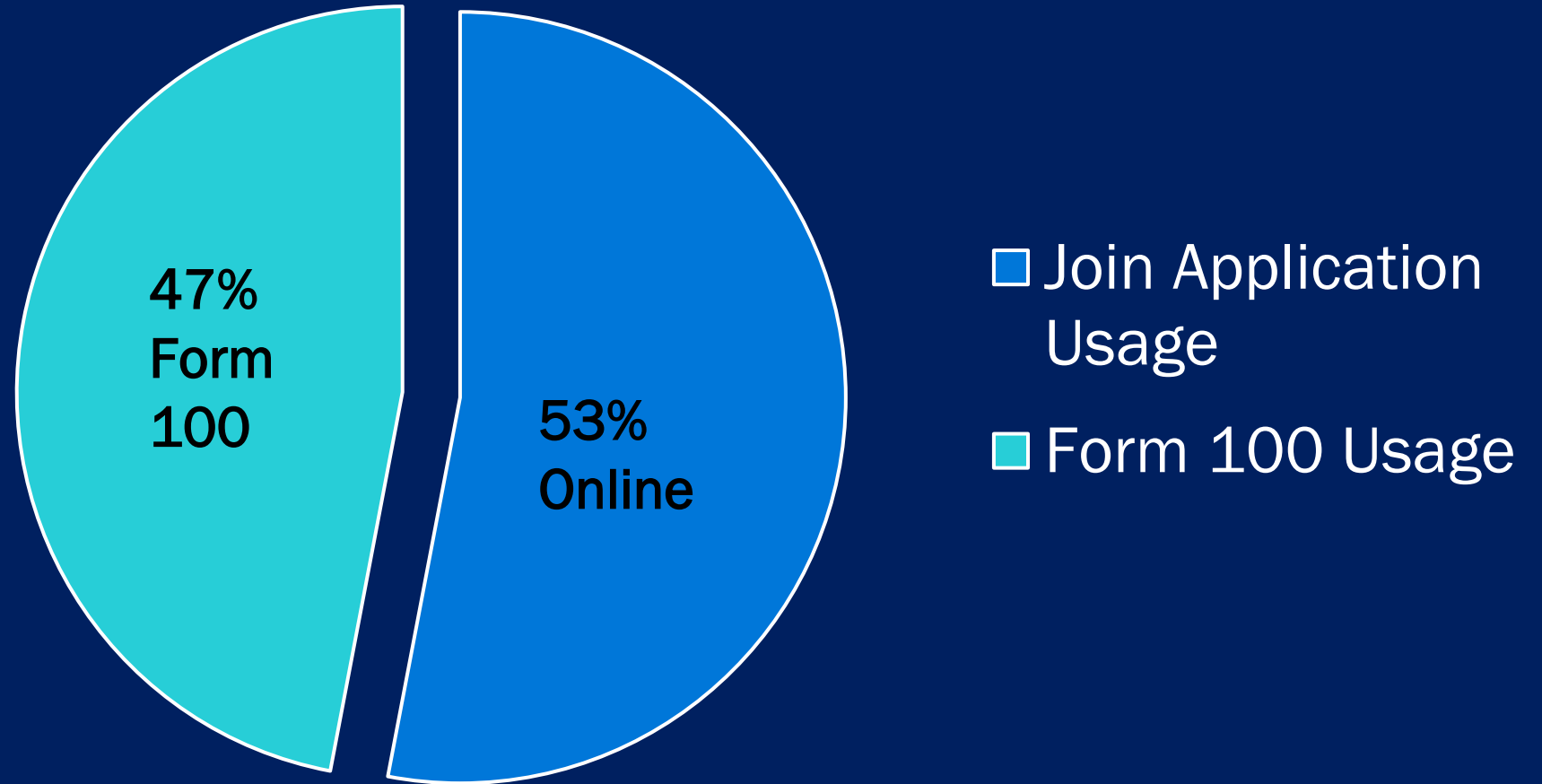




**Online Membership & Growth
DD & GK – Mid Term Presentation
Bill Newbrough – Online Membership &
Growth Director**



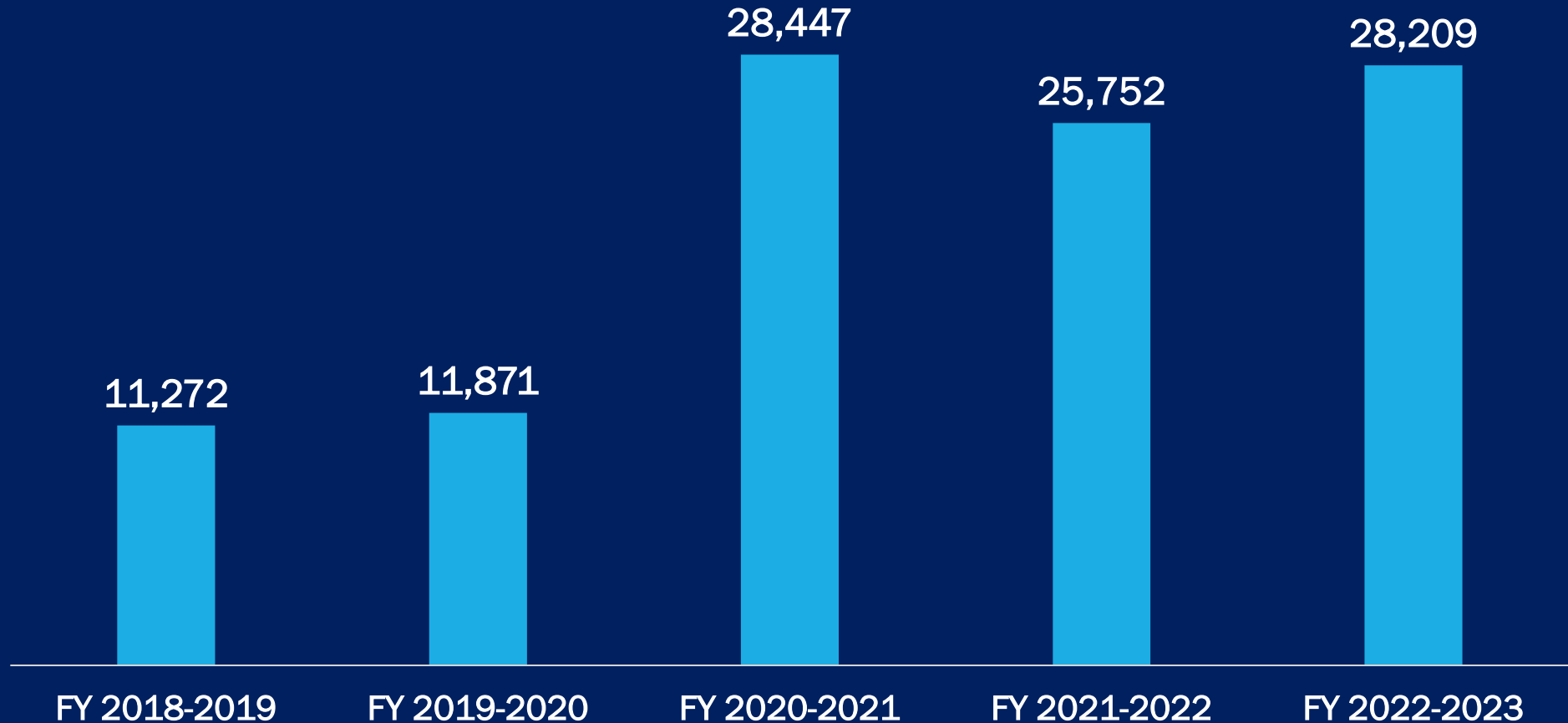
Fraternal Year 2022-2023 Intake Percentage (US & CAN)





All Time Intake – 108,181

Growth of Online Joins





SO WHY JOIN ONLINE VS “YE OLDE FORM 100”???

Knights of Columbus

CONTACT US SAFE ENVIRONMENT PROGRAM CAREERS LANGUAGE SIGN IN

JOIN DONATE FOR MEMBERS

WHO WE ARE WHAT WE DO GET INVOLVED NEWS HUB

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 *



The member and officers' signatures are required for this form to be processed
Please complete this form legibly

100 3/15

KNIGHTS OF COLUMBUS
A CATHOLIC, FAMILY, FRATERNAL, SERVICE ORGANIZATION

1 COLUMBUS PLAZA, NEW HAVEN CT 06510

1	NEW/RECEIVING COUNCIL NUMBER	COUNCIL LOCATION (CITY, ST/PROV)	MEMBERSHIP NUMBER	DATE READ	DATE ELECTED	1ST DEG. DATE
2	TRANSACTION <input type="checkbox"/> NEW MEMBER <input type="checkbox"/> JUVENILE TO ADULT <input type="checkbox"/> REINSTATEMENT (up to 3 months) <input type="checkbox"/> REACTIVATION (inactive insurance)		<input type="checkbox"/> READMISSION (up to 7 years) <input type="checkbox"/> REAPPLICATION (over 7 years) <input type="checkbox"/> TRANSFER IN <input type="checkbox"/> DATA CHANGE <input type="checkbox"/> SUSPENSION		PROVIDE SURVIVOR INFORMATION BELOW <input type="checkbox"/> DEATH NEXT OF KIN RELATIONSHIP TELEPHONE # STREET CITY ST/PROV POSTAL CODE	
	LAST NAME		FIRST NAME		MIDDLE INITIAL	TITLE
3	STREET		CITY	ST/PROV	POSTAL CODE	COUNTRY (OUTSIDE US)
	MO	DATE OF BIRTH DAY YR	MARITAL STATUS	HOME PHONE	BUSINESS PHONE	CELL PHONE
	E-MAIL ADDRESS			OCCUPATION/EMPLOYER	LAST FOUR DIGITS OF TAX ID (e.g., SSN, SIN) XXXXXX-	
4	*ARE YOU A PRACTICAL OR PRACTICING CATHOLIC IN UNION WITH THE HOLY SEE?		YES	NO	PARISH NAME, LOCATION (CITY, ST/PROV)	
	DID YOU APPLY FOR MEMBERSHIP PREVIOUSLY?		YES	NO	INITIATION DATES	1. FIRST 2. SECOND 3. THIRD 4. FOURTH
5	DATE OF TERMINATION		REASON		NUMBER OF LAST COUNCIL	COUNCIL LOCATION (CITY, ST/PROV)
	I HEREBY RECOMMEND THE ABOVE APPLICANT FOR MEMBERSHIP. PRINTED NAME OF PROPOSER			I HEREBY DECLARE THAT THE ABOVE IS TRUE AND CORRECT AND THAT I WILL UPHOLD THE CHARTER CONSTITUTION AND LAWS OF THE KNIGHTS OF COLUMBUS AND ANY OF ITS COUNCILS IN WHICH I HOLD MEMBERSHIP AND AGREE THAT THE DECISION OF THE BOARD OF DIRECTORS SHALL CONTROL IN ALL MATTERS. I AGREE THAT THE KNIGHTS OF COLUMBUS MAY VERIFY THE INFORMATION PROVIDED.		
PROPOSER'S MEMBER NUMBER (required)			SIGNATURE OF APPLICANT			
DATE			FINANCIAL SECRETARY		SIGNATURES GRAND KNIGHT	

* SEE DEFINITION ON REVERSE/DOES NOT APPLY TO PRIESTS AND RELIGIOUS

A copy of this form should be sent to the council agent for his records

SUPREME OFFICE COPY



Advantages of the Online Join Option

kofc.org/join

- **FLEXABILITY - Meet Them Where They Are!** Sign up new members on the spot or at their convenience!
- **EFFICIENCY** - Member info data transfer vs handwritten form in triplicate that must be manually entered at Supreme
- **COST EFFECTIVE - 1 Year Free Membership!** “Blessed McGivney” Promo Code
- **INFORMATIVE** – 10 Week Onboarding curriculum available only to Online Members!



10 WEEK ONBOARDING CURRICULUM AVAILABLE ONLY TO ONLINE MEMBERS!

Day 1

Welcome

Week 1

What to
Expect

Week 2

Benefits:
Lead

Week 3

Benefits:
Protect

Week 4

Benefits:
Serve

Week 5

Benefits:
Defend

Week 6

Formation
Into The
Breach

Week 7

Formation
Catholic Info
Services

Week 8

Formation
Challenge

Week 9

Showcase
Programs

Week 10

Feedback
Survey



IN MARYLAND, OUR NEW MEMBERS ARE VOTING WITH THEIR DEVICES.....

- Some recent numbers as of 12/6/23 in the MD Jurisdiction
- 376 New Members
- **252 Joined Online**
- **That's 67% Online in MD and that # could be higher if.....**





MAKE FULL USE OF THIS POWERFUL MEMBERSHIP BUILDING RESOURCE BY.....

Actively promoting the use of the Online Membership Join Option.....

- During your council's charitable programs and social gatherings
- At your parish – after mass & parish events
- Before, during & after Church Drives – include the option to join Online in your trifold
- Before and after exemplifications
- At CYO sports events, family activities and social events



DDS & GKS HAVE A CRITICAL ROLE..... IN PROMOTING AND SUPPORTING ONLINE MEMBERSHIP! AND COMMUNICATING.....

- The **urgent need for new members** and why it matters. The future success of our good works depends on it!
- The value of **maximizing our outreach** and the impact of a 365 days per year - 24 / 7 invitation & opportunity to join when & where it works for new members.
- The value of **“The First Step”** that the new member has taken in expressing an interest in joining our Order
- The the absolute importance of **immediate outreach** to welcome, engage and exemplify our new members



IN FY '22-'23 – ORDER WIDE - 61% OF NEW ONLINE MEMBERS HAVE TRANSFERRED TO LOCAL COUNCILSWHAT'S THE HOLD UP FOR THE OTHER 39%?

- 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”

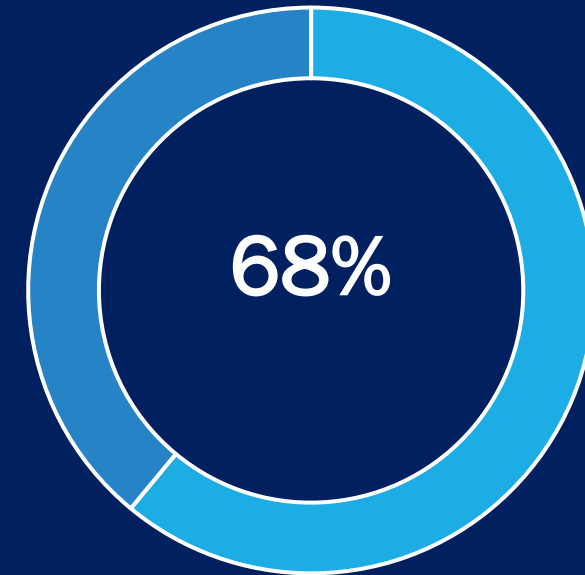


PERSONAL CONTACT, WARM WELCOME, INVITATIONS AND EXEMPLIFICATIONS ARE SO IMPORTANT! WE ARE NOT A VIRTUAL ORDER!





IN FY '22-23 MD STATE CONVERSION RATE - 68% FROM ONLINE TO LOCAL



FY '22-'23

**580 New Online Members
Joined in MD Jurisdiction**



FAMILIARIZE YOURSELF WITH THE PROCESS, PROCEDURES AND TOOLS AT YOUR DISPOSAL - [HTTPS://WWW.KOFC.ORG/EN/VIDEOS/FRATERNAL-TRAINING-LIBRARY.HTML](https://www.kofc.org/en/videos/fraternal-training-library.html)

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


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.

AN INTRODUCTION TO ONLINE MEMBERSHIP

Online Membership
5:36

Online Membership

13



CHECK YOUR PROSPECT TAB OFTEN - ONLINE MEMBERS WHO EXPRESS AN INTEREST IN A PREFERRED COUNCIL OR ARE ASSIGNED 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"/>

[Contact Us](#) | [Privacy Policy](#) | [Terms of Service](#)

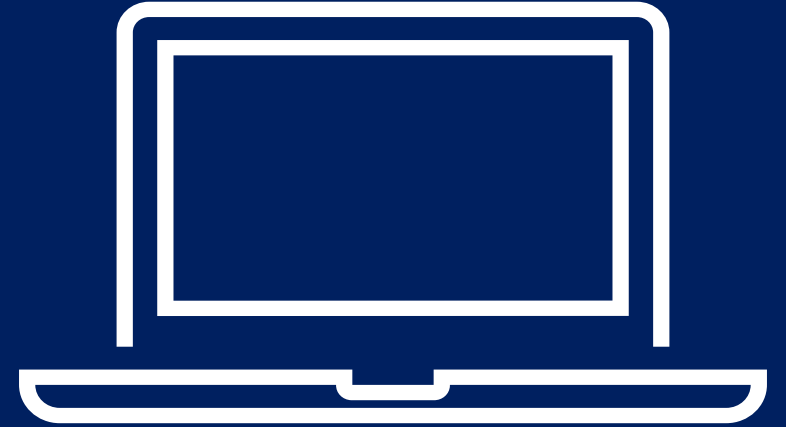
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WHO HAS ACCESS TO OFFICERS ONLINE – PROSPECT TAB?

- Assigned/Unassigned Prospect Tab for all Online Joins in Jurisdiction
 - State Deputy
 - State Membership Director
 - State Online Membership Chairman
- Assigned Prospect Tab for Council - Approve/Reject
 - Grand Knight
 - Financial Secretary
- Assigned Prospect Tab for all Councils in District - **Read Only**
 - District Deputy





IF AN ONLINE MEMBER IS REJECTED FROM A COUNCIL PROSPECT TAB...

1. He will appear on State Unassigned Prospect Tab
2. Rejecting Council must provide reason:
 - **“Council Incompatible”**:
 - Assign the member to a different, more appropriate council
 - **“Does Not Want to Transfer”**:
 - Most common reason for rejection
 - **“Eligibility Concerns”**:
 - Attends non-Catholic Church; Didn’t understand eligibility requirements

*State Online Membership Director will follow up with rejected Online Members



MISSING A PROSPECT?

Top Reasons:

- He is an out of state resident
- He mistakenly entered the wrong Council #
- He is already a member of the Order and created a duplicate membership
- IT error





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"/>	Add Process Delete

Previous **1** Next



QUESTIONS / DISCUSSION



**Knights of
Columbus®**

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



