



Online Membership & Growth

DGK Presentation – Mid Term Meeting

Bill Newbrough – Online Membership & Growth Director



Since The Introduction of Online Membership in 2018.....

- Over 108,000 new members have joined using kofc.org/join
- Approximately 25,000 join online each year
- Over 580 new members joined via the Online Process in MD last fraternal year





Let's be clear – the online “kofc.org/join” process is a powerful tool to promote new membership and it's working! 2022-2023 Intake was 61% Online





Maximizing our outreach and opportunity to join - increased by an order of magnitude!
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

- Access and information to eligible new members where they are – 10 Week KofC 101
- Flexibility to join when & where it works for them
- Increased efficiency in the join process – paper form vs. electronic data transfer
- Sustainability for the future of our Councils & Charitable Work





Each new Online Member represents unlimited potential for volunteer support, fresh ideas & renewed Leadership for our councils....





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!





Online Membership Join Application – kofc.org/join



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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 *





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.

Mobile Phone*

What is your date of birth?

Month* Day* Year*

MM DD YYYY

Preferred Language*

English

Agent Referral Code ⓘ

- 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, applicant can enter it's # and the # of the member who referred them. And their parish name!
Member agrees to abide by the Laws and Rules of the Order**




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NEWS HUB

Preferred Local Council 

Enter Numbers only

Member Referral Number 

Enter Numbers only

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](#).*





Click “BLESSEDMCGIVNEY” to enter the promo code for free 1 year membership and be sure to press the ADD button.....

WHO WE ARE WHAT WE DO GET INVOLVED NEWS HUB

City: State:

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

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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

reCAPTCHA
[Privacy](#) - [Terms](#)

Amount: **\$30.00 USD**



Once you choose the *BLESSEDMCGIVNEY* promo code & hit “Add” the amount will show \$0.00. And hit “Join” to submit application!



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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



WHO WE ARE

Our Mission
Our Faith
Our History

WHAT WE DO

Charity
Insurance
Invest

GET INVOLVED

Join
Donate
Find a Council

MEMBER RESOURCES

Sign In
For Members
Safe Environment Program



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.





Final step! The candidate must confirm the application in his personal email!

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





It's Official!!

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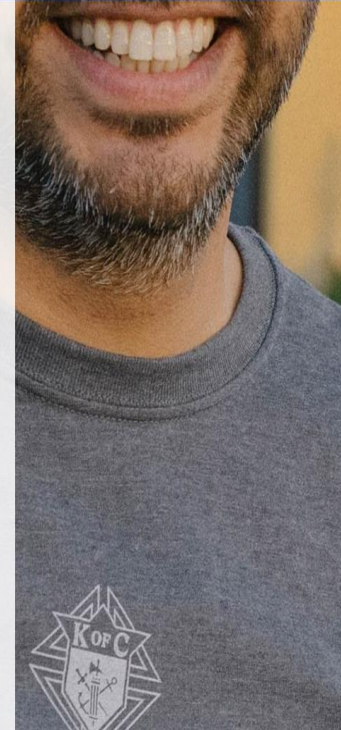
IT'S OFFICIAL YOU'RE A KNIGHT!

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

NEWS HUB



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



***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.....

- 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

Bill Newbrough

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