



Online Membership & Growth

Mid Term Presentation

**Bill Newbrough – Online
Membership & Growth Director**

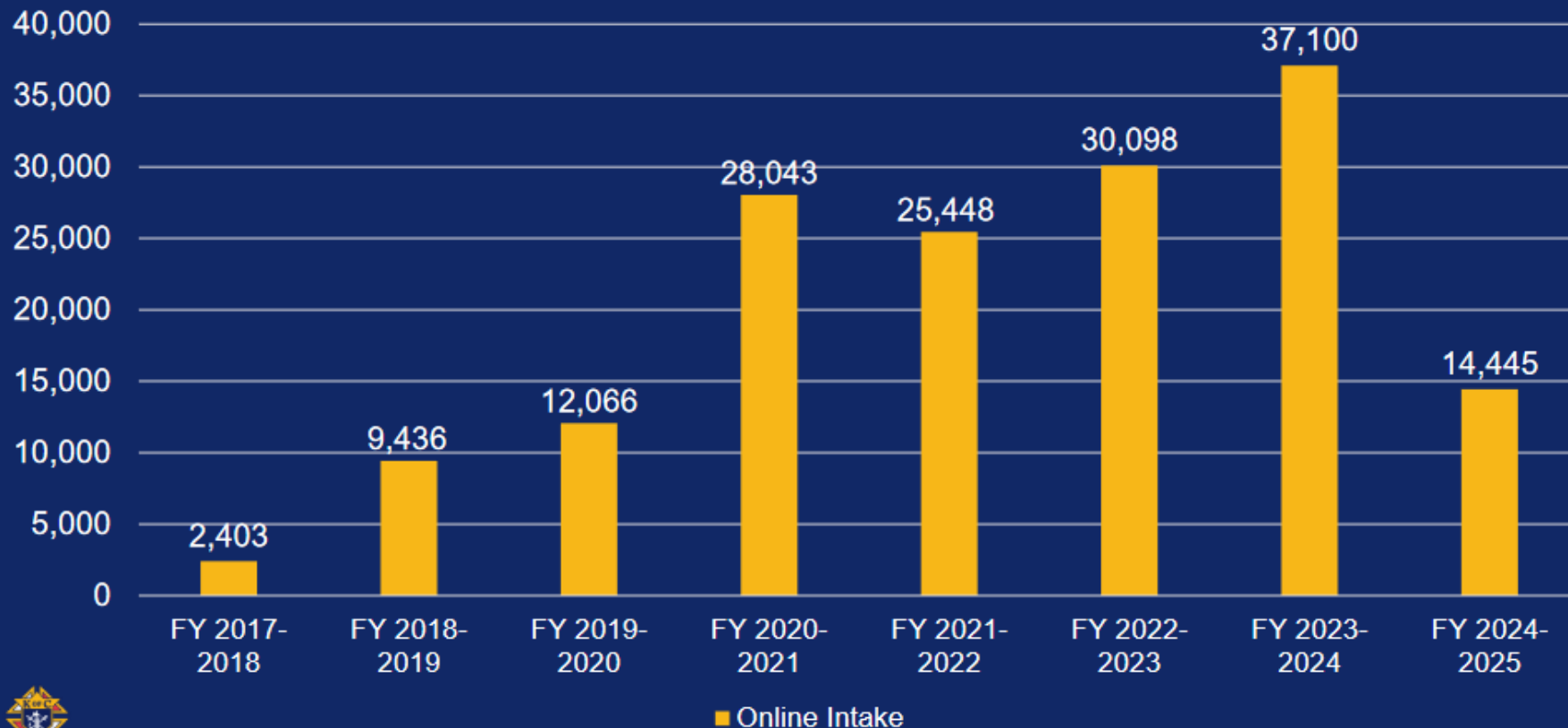
Order wide - A Look At The Numbers

Growth of Online Joins



All-Time
Intake

158,980





Nov. '24 #'s - MD OLM at 25% over previous year...73.2% growth from OLM

As of 11/19/2024											
Jurisdiction	Country	OM Gains		Difference	Percentage Difference	Total Gains YTD	Percentage from Online Membership	Transfers YTD Transfer Rate		Councils Using OM FY 23-24 YTD	Councils Using OM FY 24-25 YTD
		Last Year YTD	Current YTD								
Maryland	United States	231	289	58	25.1%	395	73.2%	212	42.3%	56	60



December '24 #'s - Maryland Online Applications – OLM 76% of total!

State	COH GOAL	COH YTD INTAKE	PCT to COH	OLM *	OLM PCT:COH	OLM Transfer to Councils	Transfer PCT	Council Growth	PCT of COUNCIL INTAKE	MTD COH INTAKE	COH Need	Active Councils	Councils Membership Active
Connecticut	916	442	48.25%	363	82.13%	220	60.61%	399	90.27%	85	474	159	103
District of Col	159	110	69.18%	78	70.91%	70	89.74%	108	98.18%	5	49	22	12
Maryland	1054	488	46.30%	373	76.43%	241	64.61%	438	89.75%	65	566	146	99

Online vs Ye Old Form 100??

CONTACT US SAFE ENVIRONMENT PROGRAM CAREERS LANGUAGE SIGN IN

Knights of
Columbus

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

Membership Document

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			
3	STREET CITY ST/PROV POSTAL CODE COUNTRY (OUTSIDE US)		RELATIONSHIP TELEPHONE # STREET CITY ST/PROV POSTAL CODE			
4	DATE OF BIRTH (MO, DAY, YR) MARRIAGE STATUS HOME PHONE BUSINESS PHONE CELL PHONE E-MAIL ADDRESS OCCUPATION/EMPLOYER LAST FOUR DIGITS OF TAX ID (e.g., SSN, BIRN)		PARISH NAME, LOCATION (CITY, ST/PROV) FORMER COLUMBIAN SOURICER YES NO			
5	DO YOU APPLY FOR MEMBERSHIP PREVIOUSLY? YES NO DATE OF TERMINATION REASON		1. FIRST 2. SECOND 3. THIRD 4. FOURTH NUMBER OF LAST COUNCIL COUNCIL LOCATION (CITY, ST/PROV)			
I HEREBY RECOMMEND THE ABOVE APPLICANT FOR MEMBERSHIP PRINTED NAME OF PROPOSER PROPOSER'S MEMBER NUMBER (required)			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. SIGNATURE OF APPLICANT DATE FINANCIAL SECRETARY SIGNATURES GRAND KNIGHT SUPREME OFFICE COPY			

* SEE DEFINITION ON REVERSE; DOES NOT APPLY TO PRESTES AND RELIGIOUS

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



Benefits of Online Membership

- **Flexibility - Meet Them Where They Are!** Sign up new members on the spot or at their convenience –
 - 365 days a year / 24 hours a day / 7 days a week!
 - **Efficiency!** Member info data transferred electronically vs Form in triplicate that must be manually entered
 - **Cost effective - 1 Year Free Membership!** “Blessed McGivney” Promo Code
 - **Informative!** – 10 Week Onboarding curriculum available only to Online Members!
-



10 Week Onboarding curriculum 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.....

- As of 12/23/24 in the MD Jurisdiction
- 488 New Members joined in the Maryland jurisdiction
- 373 joined through the Online Application
- **That's 76% of new growth through Online process in MD**

and that # could be higher if.....





You have a critical role in promoting OLM by 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 absolute importance of immediate outreach to welcome, engage and exemplify our new members!
-



Make use of this powerful resource by.....

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

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

kojfc.org/join kojfc.org/unete

What is the Knights of Columbus?

The Knights of Columbus is a dynamic Catholic, family, fraternal organization of Catholic men who join together in family, charitable, fraternal, community and youth activities. The over 2.0-million-member organization is international in character; however, the major emphasis is focused on the activities of our local parish and community. A major thrust of our activities is directed at involving the member's entire family.

Who is eligible for Membership?

Any man who is a practical Catholic, 18 years of age or older, may apply for membership in the Knights of Columbus. A practical Catholic is one who regularly practices his faith by going to Mass on Sunday, receiving the Sacraments, etc.

What is required of members?

Each member must be a practical Catholic and is required to pay annual dues, which can be paid either annually or quarterly. A new member must also pay a one-time initiation fee. A new member can join online at www.kofc.org/join. The member must participate in a ceremony called exemplification to join the local council. The Exemplification will allow him to understand better, the principles of the Order (charity, unity, fraternity and patriotism) and how we, as Knights of Columbus, are expected to conduct ourselves.

Men who join the Knights of Columbus participate in council and State level programs, Pray with Brother Knights, attend meetings, participate in Council activities, serve on committees, or serve as an officer as their time permits and their interests dictate.

The rewards and satisfaction of membership in the Knights of Columbus are proportional to participation of each member and his family.

Why should you join the K of C?

Many brother Knights say that they joined to be a more effective Catholic; to be associated with and meet other Catholic men and their families; to make new friends; to strengthen their ties with the Catholic faith; to expand their community and social activities; to help others in a meaningful and organized way and thus achieve a truly unique sense of accomplishment.

As Catholics, we have an obligation to share our Faith, assist the less fortunate of our community, and support our parishes.

Many find that, as individuals, it is sometimes difficult to be involved in a significant way and balance the time constraints in our personal lives. As a Knight you and your family can share in the tremendous works of the Order without feeling the need to identify projects and organize your support all by yourself. In this way, your whole family can fulfill their obligations and feel satisfied that they are a part of more satisfying and worthwhile activities than they could possibly undertake as an individual. There are a variety of good reasons to consider joining the Knight of Columbus.

Faith In Action

Each Council operates within four major program areas: Faith, Family, Community, and Life.

How often does our Council meet?

There are two meetings held each month; the **first and third Tuesday** of the month. The first meeting is a business meeting and the second is a social meeting. The meetings normally last about one hour and usually involve interesting and lively discussion of key topics. Members are encouraged to take an active part in these discussions. Opinions and ideas are always welcomed. Meetings are followed by refreshments and other activities such as guest speakers and films, or just friendly socializing with other members.

Father XXXX Council No. 12234

Fr. XXXX Council was founded in 1920. The Council home is currently located in historic at St. XXXX Church, City, Maryland.

Since its inception, the Council has grown into over 100 members. The primary parishes represented by our Brother Knights are: St. XXXX, Christ the King and St. XXXX.



kojfc.org/join



kojfc.org/unete

in FY '23 – 24 - MD State Conversion Rate was 68% from Online to Local Council





Order wide - 61% of new online members have transferred to local Councils

- 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”

Outreach, Warm welcome, Invitations & Exemplifications are the key to success!



Understand the process – kofc.org Fraternal training videos

FRATERNAL VIDEO LIBRARY

VIDEOS

Q 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



How to Run a Successful Open House

3:35

Fraternal training videos for the field.



Online Membership

5:36

Online Membership



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

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"/>	<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>

Contact Us

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Check Council Prospect Tab often.... GK & FS have access in Officers Online

Connecticut > 1 > #10705 (New Haven)


Supporting Applications




Officers Desk Reference




Office Of Youth Protection




Home Corporations




Member Management



By Laws Online



Knights Gear



Supplies Online

Membership

Reports

Forms

Publications

Prospect

Candidate

Assigned

Search:

Council #	Assigned Date	Name	Member #	Entry Date	Ceremonial Date	Action
10705	03/08/2018	Name	Member #	11/08/2017	<input type="text" value="10/21/2020"/>	<div>TransferReject</div>



Who can view the Council Prospect Tab?

- **Assigned/Unassigned Prospect Tab for all Online Joins in Jurisdiction**
 - **State Deputy**
 - **State Membership Director**
 - **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 be moved to the 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**
-



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**
-

Candidate Tab – great way to build data of potential new members, conduct transfers & re-activate members

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>

Previous 1 Next

QUESTIONS? / DISCUSSION

- **Contact:**

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301-452-6124

