



Online Membership & Growth

GK Presentation – Leadership

Bill Newbrough – Online Membership & Growth Director



Let's be clear

- The online “kofc.org/join” application is a powerful tool to promote new membership and it's working!
- In fraternal year '22-23, MD welcomed 580; '23-24 – 640 and in **'24 – '25 – over 780** new Brother Knights welcomed through the Online application process!





In Maryland , our new members are voting with their devices.....

- Some recent numbers as of early June 2025 in the MD Jurisdiction
 - **1027** New Members in the Maryland jurisdiction
 - **772** joined through the Online Application
 - **That's 75% of new growth through Online process in MD**
- and that # could be higher.....**
-





Order wide - A Look At The Numbers

Growth of Online Joins



All-Time
Intake

158,980





Maryland Online Applications

As of 11/19/2024

Jurisdiction	Country	OM Gains	OM Gains	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							
Alabama	United States	119	80	-39	168	47.6%	63	44.1%	29	25
Alaska	United States	47	47	0	52	90.4%	32	40.5%	8	11
Alberta	Canada	321	180	-141	265	67.9%	76	29.7%	13	16
Arizona	United States	262	281	19	369	76.2%	218	43.7%	45	55
Arkansas	United States	21	40	19	90	44.4%	42	51.2%	6	11
British Columbia	Canada	229	354	125	397	89.2%	136	27.8%	19	28
California	United States	905	1,123	218	1,611	69.7%	778	40.9%	151	190
Colorado	United States	205	211	6	276	76.4%	165	43.9%	40	47
Connecticut	United States	236	270	34	345	78.3%	249	48.0%	61	65
Delaware	United States	30	44	14	68	64.7%	30	40.5%	13	9
District of Columbia	United States	72	69	-3	97	71.1%	45	39.5%	4	7
Florida	United States	538	657	119	1,203	54.6%	563	46.1%	126	145
Georgia	United States	210	217	7	390	55.6%	200	48.0%	52	53
Guam	United States	4	2	-2	13	15.4%	0	0.0%	1	2
Hawaii	United States	36	32	-4	60	53.3%	54	62.8%	8	6
Idaho	United States	41	62	21	96	64.6%	50	44.6%	10	12
Illinois	United States	303	450	147	709	63.5%	377	45.6%	74	108
Indiana	United States	174	201	27	345	58.3%	182	47.5%	36	50
Iowa	United States	186	244	58	316	77.2%	184	43.0%	47	54
Kansas	United States	423	373	-50	450	82.9%	240	39.2%	63	47
Kentucky	United States	75	112	37	154	72.7%	129	53.5%	23	30
Louisiana	United States	326	380	54	533	71.3%	286	42.9%	73	85
Maine	United States	22	53	31	72	73.6%	42	44.2%	10	14
Manitoba	Canada	43	55	12	84	65.5%	21	27.6%	4	5
Maryland	United States	231	289	58	395	73.2%	212	42.3%	56	60
Massachusetts	United States	230	266	36	410	64.9%	155	36.8%	41	37
Michigan	United States	617	590	-27	810	72.8%	412	41.1%	133	131



Maryland by the Numbers

As of 11/19/2024

Jurisdiction	Country	OM Gains Last Year YTD	OM Gains Current YTD	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
Maryland	United States	231	289	58	25.1%	395	73.2%	212	42.3%	56	60

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
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 Recruitment Active	% of Councils Membership Active			
Connecticut	837	851	101.67%	689	80.96%	488	70.83%		778	91.42%	18	-14	161	130	80.75%			
Massachusetts	1149	1066	92.78%	679	63.70%	302	44.48%		771	72.33%	27	83	215	152	70.70%			
New York	2593	2210	85.23%	1398	63.26%	892	63.81%		1940	87.78%	25	383	502	319	63.55%			
LATHAM Region	4579	4127	90.13%	2766	67.02%	1682	60.81%		3489	84.54%	70	452	878	601	68.45%			
Delaware	185	172	92.97%	99	57.56%	73	73.74%		179	104.07%	0	13	33	28	84.85%			
Maine	240	172	71.67%	126	73.26%	75	59.52%		137	79.65%	2	68	61	42	68.85%			
Maryland	989	1027	103.84%	772	75.17%	572	74.09%		922	89.78%	17	0	147	131	89.12%			
Pennsylvania	1916	1986	103.65%	1225	61.68%	761	62.12%		1726	86.91%	36	0	517	348	67.31%			



So....why join Online vs “Ye Olde Form 100”???



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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**
1 COLUMBUS PLAZA, NEW HAVEN CT 06510

Membership Document

A CATHOLIC, FAMILY, FRATERNAL, SERVICE ORGANIZATION

1	NEW/RECEIVING COUNCIL NUMBER 8251	COUNCIL LOCATION (CITY, ST/PROV) Churcheon MD	MEMBERSHIP NUMBER	DATE READ	DATE ELECTED	1ST DEG. DATE
2	TRANSACTION <input checked="" 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		
STREET		CITY	ST/PROV	POSTAL CODE	COUNTRY (OUTSIDE US)	
3	MO	DATE OF BIRTH DAY	YR	MARITAL STATUS	HOME PHONE	BUSINESS PHONE
E-MAIL ADDRESS		OCCUPATION/EMPLOYER		CELL PHONE		
		LAST FOUR DIGITS OF TAX ID (e.g., SSN, SIN)		XXXXX-		
ARE YOU A PRACTICAL OR PRACTICING CATHOLIC IN UNION WITH THE HOLY SEE?		YES	NO	PARISH NAME, LOCATION (CITY, ST/PROV)		
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Holy Family, Davidsonville, MD		
DO YOU APPLY FOR MEMBERSHIP PREVIOUSLY?		YES	NO	FORMER COLUMBIAN SQUIRE? YES NO		
		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>		
DATE OF TERMINATION		REASON	NUMBER OF LAST COUNCIL	COUNCIL LOCATION (CITY, ST/PROV)		
I HEREBY RECOMMEND THE ABOVE APPLICANT FOR MEMBERSHIP.		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.				
5	PRINTED NAME OF PROPOSER		SIGNATURE OF APPLICANT			
PROPOSER'S MEMBER NUMBER (required)		X				
DATE		FINANCIAL SECRETARY		SIGNATURES		
X				X		
				GRAND KNIGHT		

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

SUPREME OFFICE COPY

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!
 - **Efficiency!** Member info data transfer 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 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

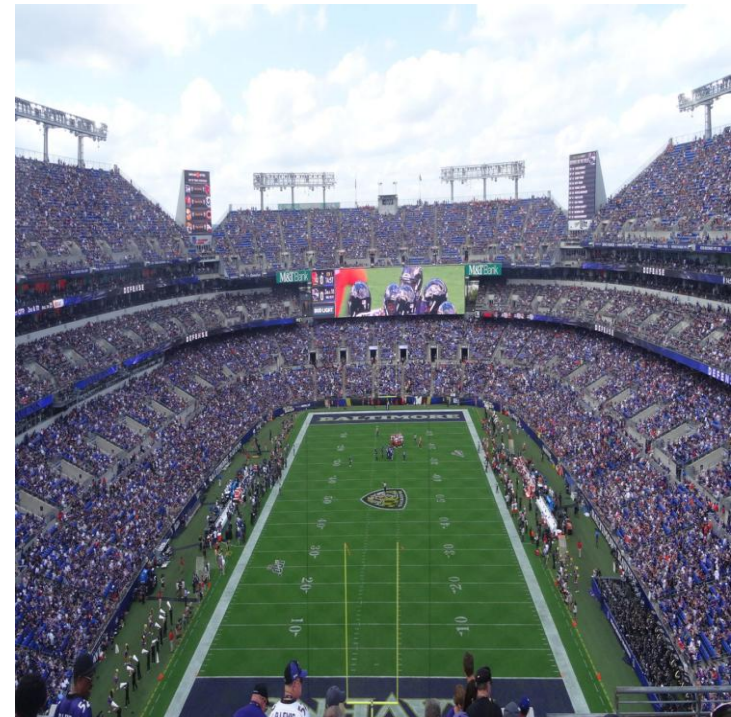
Feedback
Survey



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



VERSUS



365 days a year / 24 hours a day / 7 days a week



Online Member Represents

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





One of the best days of my life!





The Online Member took the 1st step.....Councils must now.....

- Welcome New Members
- Invite to Charitable / Fraternal events
- Engage these New Members
- **Get them to an Exemplification**
- Make them a member of your Council!





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	<div>MM/DD/YYYY</div>	<div>Transfer</div> <div>Reject</div>
13819	03/31/2022	Nicolas Archila	5274503	03/31/2022	<div>MM/DD/YYYY</div>	<div>Transfer</div> <div>Reject</div>
13819	03/30/2022	Mr Charles Andre' Olivier	5274377	03/30/2022	<div>MM/DD/YYYY</div>	<div>Transfer</div> <div>Reject</div>

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Check Council Prospect Tab Often – GK & FS have access in officers online; DDs can view District Prospects


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>



Familiarize yourself with the process, procedures and tools at your disposal

FRATERNAL VIDEO LIBRARY

VIDEOS

Membership

Q Search Videos

Sort: Most Recent

Communications

Council Operations

District Deputy

Forms


Meetings


Member Management/Member Billing


Membership


Officers Online


Programs (Faith in Action)



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

<https://www.kofc.org/en/videos/fraternal-training-library.html>



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

A great way to build data of potential new members and conduct transfers & reactivations

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



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”



in FY '24-25 MD State Conversion Rate - 74% from Online to Local Membership....what's the key to success?





***Personal contact, Warm welcome, invitations and exemplifications are so important!
We are not a virtual Order!***





Meet Cristhian de Natali Bellina.....Joined the Order during Holy Week penance service. Was exemplified on Palm Sunday!





His entire family attended! Was ushering at the Shrine at Easter! You don't join the Knights... You become a Knight!





Now he's a 4th Degree Sir Knight!





In a world where Catholic men are often on the go - Online Membership provides

- Flexibility to join when & where it works for them!
- As well as sustainability for the future of our Councils & Charitable Work
- Let's take a look at the join process.....





Online Membership Join Application – kofc.org/join



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[WHO WE ARE](#)

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[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 *





***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.***



WHO WE ARE

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NEWS HUB

Mobile Phone *

What is your date of birth?

Month *

Day *

Year *

MM

DD

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, 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 AREWHAT WE DOGET INVOLVEDNEWS HUB

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


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](#).*

☐ I'm not a robot

reCAPTCHA
[Privacy](#) • [Terms](#)

Amount:
\$30.00 USD





The amount will show \$0.00. Confirm “Not a robot” and hit “Join” to submit application!



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NEWS HUB

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 on the 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!!

WHO WE ARE

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NEWS HUB

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



In your leadership role, you have a critical role in promoting the Online Membership Option & 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!
-



Remember to

- Encourage new members to enter a preferred council number when applying for membership online
 - Check your council Prospect Tab frequently!
 - Include the kofc.org/joinus QR code in your council tri-fold and membership drive handouts
 - **Be prepared to tell your story! Why you became a Knight and why you remain a Knight!**
-



Make full use of this powerful membership building resource by.....

- **Actively promoting the use of the Online Membership Join opportunity.....**
 - During your council's charitable programs and fraternal gatherings
 - At your parish events
 - Before & after Delta Church Drives
 - Before and after exemplifications
 - At CYO sports events, family activities and social events
-



Questions / Discussion

Bill Newbrough

Online Council Growth Chairman

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301-452-6124

