



Online Membership & Growth Update

Bill Newbrough – MD State Online Membership & Growth
Director



Great 1st Quarter!

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
Connecticut	984	258	26.22%	236	91.47%	115	48.73%	217	84.11%
District of Columbia	188	43	22.87%	39	90.70%	27	69.23%	49	113.95%
Maryland	1136	314	27.64%	288	91.72%	176	61.11%	320	101.91%



The Key To Success?

Ask Santo Nino Council # 9462 !



- Tell your story!
 - Issue the Invitation
 - Promote the Online Application Option
 - Welcome, Engage and Exemplify New Members
 - Be a visible force for good in your parish and community!
-



Meet Cadet Thomas Gehrke.....





Online Membership Trends for 2025-2026 Fraternal Year

- Over **75%** of NEW US & Canadian members join online (increase of 8%)
- Approximately **40% of new members** transfer into a local council (decrease from 67%)
- Just over HALF of council conversions occur within the first **47 days** of membership (increase of 9 days)
- Nearly **1,700 councils** transferred a member who joined online





Membership Enrollment Cards (#11881)

- **For use at Church Recruitment Drives & Events**
- **Card completed and signed by prospect**
- **Card given to GK/FS**
- **Information entered at kofc.org/join**
- **Prospect confirms email and becomes member**

 **Membership Enrollment Form**

☐ **Yes!** I am a baptized Catholic man over the age of 18 and a practicing Catholic. Please sign me up for e-membership in the Knights of Columbus at no cost for the first year (a \$30 value)!

First Name: _____ Last Name: _____
Email: _____ Cell Phone: (____) _____
Street Address: _____
City: _____ State/Prov.: _____ Zip/Postal Code: _____
Parish: _____ Parish City, State: _____
Date of Birth: ____/____/____ Former Member?: ☐ Yes ☐ No
Preferred Language: ____ English ____ Français ____ Español ____ Other: _____
Member Referral Number: _____

By signing below, I attest to the accuracy of all the information provided above.

Signature: _____ Date: ____/____/____

To complete your registration as an e-member, we will input the information you provided above into our online membership system. Once that is complete, you will need to confirm your membership by responding to an email that you will receive from the Knights of Columbus at the email address you listed above. If you do not respond to the registration email, a Knights of Columbus representative may reach out to you to help you complete the registration process.

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Member Enrollment Cards Key Points

- **Enrollment Cards can be ordered from Supplies Online**
 - **Membership Recruitment > Membership Enrollment Card folder**
- **Councils using Membership Enrollment Cards should mention them in pulpit announcement**
 - Explain where to turn completed form in AND what happens next
 - Sample pulpit announcements on Supplies Online
- **Follow up with prospects is key!**
 - Make sure they confirm their membership
 - Make sure they are invited to the Exemplification of Charity, Unity and Fraternity





Online Membership Resources on KofC.org



KofC.org > For Members > Inviting Men to Join > Online Membership

✓ Video: How To Sign Up an
Online Member

✓ Online Application
Walkthrough Guide

✓ Prospect Tab Walkthrough
Guide



INVITING MEN TO JOIN



RECRUITMENT STRATEGIES



CHURCH DRIVE RESOURCES



ONLINE MEMBERSHIP



MEMBERSHIP INCENTIVES



COUNCIL DEVELOPMENT

EMBRACE ONLINE MEMBERSHIP

Sign up a new member today – the Why Join brochure lays out all the reasons a man should choose to join. And Online Membership is the fastest – and easiest – way to do that. Find out why.

WHY JOIN BROCHURE

WHY ONLINE
MEMBERSHIP?

SIGN UP AN ONLINE MEMBER

So now you know Online Membership is the fastest way to sign up a new member. How is it done? The How To Video and Online Application Guide both provide a step-by-step walkthrough of the online process. Use this FAQ document to understand all the facts about Online Membership.

HOW TO VIDEO

ONLINE APPLICATION
GUIDE

FAQ FOR ONLINE
MEMBERS

ONLINE MEMBERSHIP – ADDITIONAL RESOURCES

Invite online members to your council events to keep them engaged in local activities and encourage them to take the next step of joining your council. Use the How to Invite Online Members to Events Guide for tips and best practices.

When a man joins online and selects your council, your grand knight and financial secretary can find him in the Prospect Tab on the Member Management application in Officers Online. Use the Prospect Tab Guide for a step-by-step guide to adding new online members to your council.

INVITING TO COUNCIL
EVENTS

USING THE PROSPECT TAB



Questions & Comments



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