



# *Online Membership & Growth Update*

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Director



# Great 1st Quarter!

State	COH	COH YTD	PCT to	OLM*	OLM	to	Transfer	Council Growth	PCT of
	GOAL	INTAKE	COH		PCT:COH	Councils	PCT		COUNCIL
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 !**

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- 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](http://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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