

# Online Membership

Organizational Meeting

# Some Statistics

# Intake

- Member Count – Over 1,900 Men Have Joined Online
- Month-by-Month Breakdown – 384 Members per Month
- Weekly Averages – 90 New Members per Week
- State Performance – Goal is 10-15% of Monthly Membership Intake

# Source

- ▣ 35% have been referred by **members or councils**.
- ▣ 20% have been referred by **agents**.
- ▣ 30% have come as a result of our **marketing programs**.
- ▣ 15% have come from **“other”** – cause unknown.

# Age

- ▣ Average age of Online Members is **43**.

# Council Interaction

- ▣ 65% of men who joined online have **expressed an interest** in joining a local council.
- ▣ 17% have **converted** to a local council.

# Registration Refresher

- Members have the option to check a box indicating they want to join a local council
- They can also indicate a specific council they want to join if known
- If they do either of these things, they will show up in your Officers Online tab

# Registration Refresher

Street Address  \*

Country  \*

State  \*

City  \*

Zip/Postal Code  \*

I am interested in joining a local council. ⓘ

Preferred Council #  \*

*If Known*

I am a former member of the Knights of Columbus. ⓘ

I have or previously held Insurance with the Knights of Columbus. ⓘ

Parish Name  \*

Parish City  \*

State  \*

How did you hear about us?  \*



# Officers Online

- You can now find, track and transfer Online Members in Officers Online.
- You can **assign** online members as **member-prospects** to a specific local council based on where they live, or where they attend Church.
- If the council **accepts** that member's application for transfer, they can **complete the transfer process without submitting a Form 100**. All you have to do enter the member's first degree date in Officers Online.

# How It Works

- All **Online Members** who express interest in joining a **local council** will appear under the new “Prospect” tab in Officers Online.
- The prospect tab has two lists, “Unassigned” and “Assigned.”

# How It Works

## ▼ Urgent Messages

### **Fraternal Training Portal:**

If the Fraternal Training button is not appearing, we suggest that you request your grand knight or financial secretary update your record with a primary email address. If this is not the issue, feel free to contact 203-752-4270, selecting option 3 for assistance; or email [FraternalTraining@KofC.org](mailto:FraternalTraining@KofC.org).

### **First Degree Ceremonial Production**

Supreme Knight Carl Anderson has announced that a video production of the First Degree Ceremonial is available for councils to utilize when bringing in new members. This production is designed to aid any council lacking a degree team, or for those times when special circumstances prevent the candidate from attending a First Degree Ceremonial. While the preferred exemplification of the First Degree is to be conducted by a skilled council team, this video production offers every council an option. [Play Video](#) | To download this video, right-click [here](#) and click on Save Link As or Save Target As.

First Degree Ceremonial Instructions: [View](#) | [Download](#) | [Order](#)

Connecticut

District

Council

## ▼ Supporting Applications



Officers Desk  
Reference



Knights Gear

Membership

Reports

Forms

Publications

Prospect

Unassigned

Assigned

# Prospect Types

- The “Unassigned” list will include online members who have expressed interest in joining locally, but have *not* indicated a specific council number.
- The “Assigned” list will include online members who have expressed interest in joining locally, and *have* included a specific council number.

# Unassigned Prospects

- The state deputy, state membership coordinator, and online membership coordinator will be able to **“assign” them to a specific council by entering a council number into the “Council #” box**, and clicking **“Update.”**
- This will move the member to the **“Assigned”** section for the state, and will place the member on the **“Assigned”** list for the specified council.

# Unassigned Prospects

Membership Reports Forms Publications **Prospect**

Unassigned

Search:

| Date ▲     | Name ▾                          | Member # ▾ | City ▾    | Rejected By Council ▾ | Council # ▾          | Action ▾  |
|------------|---------------------------------|------------|-----------|-----------------------|----------------------|---|
| 01/11/2018 | <a href="#">Thomas Perretta</a> | 4924984    | Baltimore |                       | <input type="text"/> | <input type="button" value="Update"/> <input type="button" value="Reject"/> |

Assigned

# Unassigned Prospects

- ▣ To **view additional information** about the member to help you determine what council is appropriate, you can **click the member's name**, and an info window will pop up.

# Unassigned Prospects

Officers Online x New Tab x +

← → ↻ 🏠 🔍 about:blank

| Name                        |              |                  |             |
|-----------------------------|--------------|------------------|-------------|
| Title                       |              |                  |             |
| First Name                  | Jon          | Initial          |             |
| Last Name                   | Smith        | Suffix           |             |
|                             |              |                  |             |
| Current Address             |              |                  |             |
| Street Address              | 950 Mix Ave  | City             | Hamden      |
| State/Province              | CT           | Zip/Postal Code  | 065145156   |
| Country                     |              |                  |             |
|                             |              |                  |             |
| Contact Information         |              |                  |             |
| Cell Phone                  | 614-286-5900 | Email Address    | SJ@TEST.COM |
|                             |              |                  |             |
| Current Council Information |              |                  |             |
| Current Council             | 98006        | Age              | 24          |
| Parish                      | church       | Years of Service | 1           |

Back



# Transferring Online Members

- After prospects are assigned, they can be viewed by councils in their prospect tab
- The tab will **ONLY** be seen by Grand Knights and Financial Secretaries
- Councils will not see an unassigned tab

# Transferring Online Members

- Once the member goes through the admissions process and has taken his first degree, he can be transferred
- Add the date read in the “Grand Knight Approval” section
- Add the ceremonial date in the “Financial Secretary Section”
- Hit update
- Dates can be added separately, but once the First Degree date is added he will be transferred

# Transferring Online Members

Membership Reports Forms Publications **Prospect**

Assigned

Search:

| Council # ▲ | Assigned Date ▼ | Name ▼        | Member # ▼ | Grand Knight Approval (Date Read) ▼     | Financial Secretary (Ceremonial Date) ▼ | Action ▼  |
|-------------|-----------------|---------------|------------|---|---|---|
| 10705       | 02/26/2018      | Benson Dubios | 4925346    | <input type="text" value="MM/DD/YYYY"/> | <input type="text" value="MM/DD/YYYY"/> | <input type="button" value="Update"/> <input type="button" value="Reject"/> |

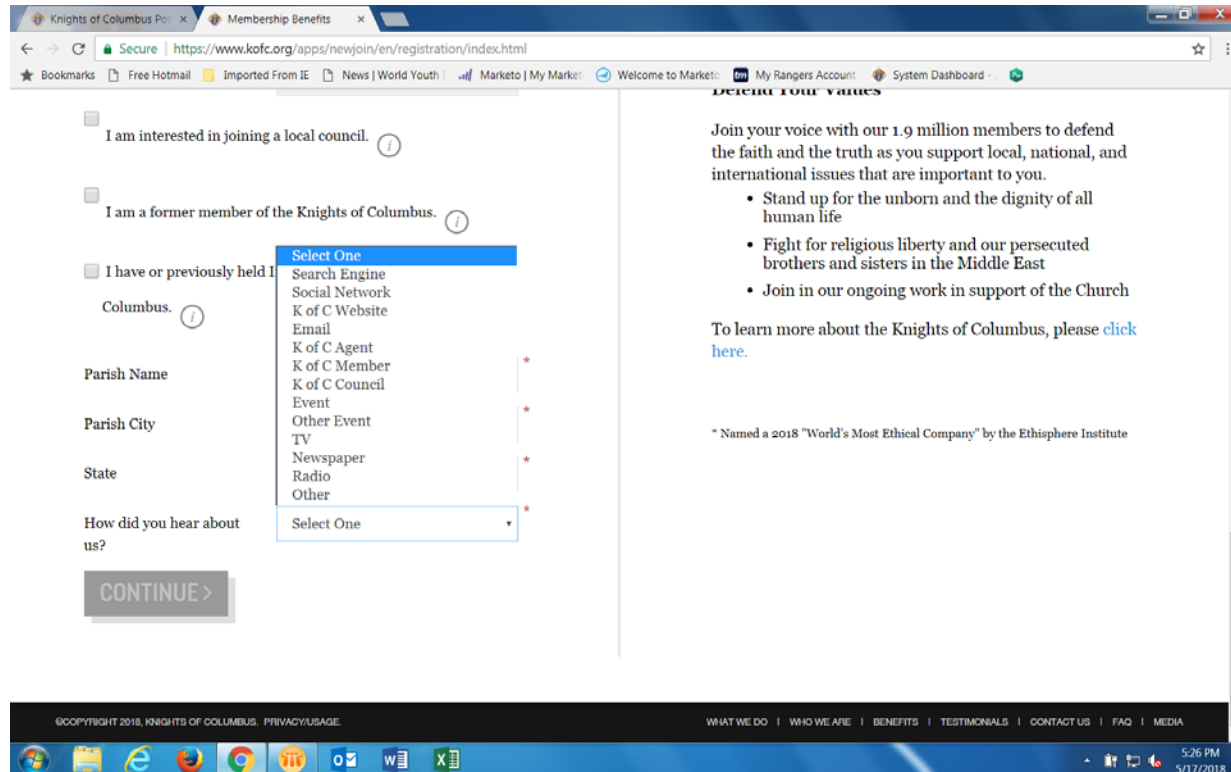
# Transferring Online Members

- ▣ There is **NO NEED** to submit a form 100 when using this method
- ▣ Councils will receive +1 when an online member transfers into a local council
- ▣ If the member is an insurance client, you will receive a +1 for that as well

# Proposer Credit

- Members can get proposer credit for recruiting via online membership
- In the “How did you hear about us” field select KofC Member
- A field to enter Membership number will appear

# Proposer Credit



# Proposer Credit

Knights of Columbus Po... Membership Benefits

Secure | <https://www.kofc.org/apps/newjoin/en/registration/index.html>

★ Bookmarks | Free Hotmail | Imported From IE | News | World Youth | Marketo | My Marketo | Welcome to Marketo | My Rangers Account | System Dashboard

I am a former member of the Knights of Columbus. ⓘ

I have or previously held Insurance with the Knights of Columbus. ⓘ

Parish Name  \*

Parish City  \*

State  \*

How did you hear about us?  \*

Proposer Member Number  \*

*If Known*

international issues that are important to you.

- Stand up for the unborn and the dignity of all human life
- Fight for religious liberty and our persecuted brothers and sisters in the Middle East
- Join in our ongoing work in support of the Church

To learn more about the Knights of Columbus, please [click here](#).

\* Named a 2018 "World's Most Ethical Company" by the Ethisphere Institute

©COPYRIGHT 2018, KNIGHTS OF COLUMBUS. PRIVACY/USAGE. WHAT WE DO | WHO WE ARE | BENEFITS | TESTIMONIALS | CONTACT US | FAQ | MEDIA

5:27 PM 5/17/2018

# What You Can Do



# Best Practices

- ▣ **Be accountable** for men that want to join.
- ▣ Think of this as part of your overall membership plan, **not just a nice, added bonus.**
- ▣ Help **enrich** Online Members' experiences.
  - ▣ Send us your events!
  - ▣ Send us your news stories!
  - ▣ Think of how they can participate in the life of your state council.

# What's Coming Next

# Future Updates

- ▣ Additional opportunities to **engage** with Online Members.
- ▣ A transitional experience for **college council and military council members**.
- ▣ More **marketing and prospecting tools** for local use.
- ▣ A **quarterly newsletter** to keep you informed and to share.
- ▣ An online membership experience in **French and Spanish**.

Questions?

# Online Membership