

Online Membership

A Program for Recruiting and Engaging New Members



“Our goal is to introduce substantial numbers of younger men into the activities of our Order in a way that will strengthen the benefits of our local councils.

Our goal is to recruit large numbers of young men who will form a large membership pool in each state that can be linked with local councils.

To do this we have concluded it is necessary to recruit younger members through the communication channels that they use and rely upon.”

- Carl Anderson, Supreme Knight



Online Membership Pilot

Why Online Membership?

- **New channels for membership recruitment;**
- **Eligible men who otherwise have not been invited to join;**
- **A continuous offer of membership;**
- **Modern communications and messaging;**
- **Streamlined process for prospects and councils.**



Why Online Membership?

Online Recruitment in Ontario

- 2020 - 2021 Fraternal Year up to November 30th – over 425 Online Members
- 2020 - 2021 Fraternal Year up to November 30th – ~ 50% have joined a council

- 2019 - 2020 Fraternal Year – over 250 Online Members
- 2019 - 2020 Fraternal Year – over 100 Joined a council

- 2018 - 2019 Fraternal Year – over 100 Online Members
- 2018 - 2019 Fraternal Year – over 50 Joined a council



What Online Membership does

- Gives prospective members a **new and faster way to join;**
- **Amplifies the message** of the Knights of Columbus;
- **Strengthens the K of C Brand** and communication strategy
- Gives us an opportunity to **reach across generations, interests and availability;**
- A new and predominately digital membership experience.



What Online Membership does not do

- **Does not** change the requirements for membership;
- **Does not** eliminate degrees;
- **Does not** eliminate councils;
- **Does not** eliminate dues;
- **Does not** eliminate the member's value to your council.



Who is an Online Member?

- A practical Catholic male 18 years and older.
- A dues-paying member of a division of the state council;
 - Eligible to purchase insurance;
 - Recipient of the accidental death benefit (age restrictions apply);
 - Entitled to attend local council and state council events.



Online Member Welcome Packet

Member receives the following after Online registration:

- Welcome letter from the Supreme Knight
- Distinct Membership card
- Monthly editions of *Columbia magazine*



Online Membership and Councils

- Online members belong to state divisions;
 - Under the jurisdiction of the state council
- Online members can convert to local council membership;
- Councils receive membership credit when an online member converts to a local council;
 - Dues Adjustments will be processed by Council Accounts
- States and councils are notified through reports and email when a member expresses interest in joining locally.



Prospect Types

- The “Unassigned” list will include online members who have expressed interest in joining locally, but **did not** indicate a specific council number during the registration process.
- The “Assigned” list will include online members who have expressed interest in joining locally and **did** include a specific council number during the registration process.



Prospect Types

- After Online Members are assigned to a council, they can be viewed in the “Prospect Tab” in Officers Online by the District Deputy, Grand Knight and Financial Secretary **ONLY**.
- Councils and District Deputies will not have access to the State unassigned tab. It is the responsibility of the State Director to assign these members to the closest council by the parish they mention or by their home address.



Assigned Online Members will

generate an email to the:

- State Deputy
- State Membership Director
- State Online Membership Director
- District Deputy, Grand Knight & Financial Secretary

Unassigned Online Members will

generate an email to the:

- State Deputy
- State Membership Director
- State Online Membership Director

(He will forward the email to the

appropriate Council & District Deputy)



**KNIGHTS
OF COLUMBUS®**

Dear Brother Knight,

Mr. Michael McGivney has joined the Knights of Columbus through the eMembership initiative and is interested in transferring to Council 13094.

Please contact him in the next few days to begin coordinating his transfer.

Remember: men who join through the eMembership initiative are members of the Knights of Columbus, but have not yet taken their First Degree.

Councils and states both receive quota credit when members convert from eMembership state divisions to local councils.

Thomas provided the following contact information:

Mr. Michael McGivney

123 Sesame Street, Richmond Hill, ON, L4E 4V5, CA

905-770-1234

michael.mcgivney@gmail.com

Parish Information: Our Lady of Annunciation Parish (Richmond Hill, ON)

This is a great opportunity to welcome a new, committed Knight of Columbus to your council. Don't hesitate to get in contact!

Sincerely,

Knights of Columbus

Website:



**KNIGHTS
OF COLUMBUS®**

Emailed to members
that included a specific
council number during
the registration process.

Dear Brother Knight,

Congratulations on becoming a member of the Knights of Columbus!

For the last 135 years, the Knights of Columbus has helped millions of men just like you become better Catholics, better husbands and fathers, and better men.

During registration you indicated that you are interested in becoming a member of Council 13094. They should be reaching out to you shortly. If you are not contacted within the next 30 days, please email us at .

By challenging men to lead with faith, protect their families, serve others and defend their values, the Knights of Columbus has become one of the globe's most powerful forces for good.

As a member, you now have access to our Online Membership Portal, where you'll be able to manage your account and have access to a wealth of resources. We invite you to check it out, [by clicking here](#).

Once you enter the Portal, if you have not already created your password, you'll be asked to establish a password for your account, and to complete a member profile.

Thank you for accepting the challenge, and becoming a member of the Knights of Columbus.

Welcome to our brotherhood.

Sincerely,

Knights of Columbus [Website:http://www.knights.net](http://www.knights.net)

Communicating with Online Members

- Monthly Phone call – Add to council Calling Tree;
- Monthly Council Emails – Add to council email list, forward council monthly bulletin;
- Invitation to council meetings and events;
- Invitation to participate in council programs;
- Demonstrate the value of council-based membership;
- Promote the new Exemplification Ceremony.



Online Exemplification – 24 / 7

- On-Demand Ceremonies are now available at anytime, day or night, in all language;
- No more schedule conflicts for candidates;
- Invitation Emails will be sent out by Supreme and they will have the link for the candidates;
- Send the Invitation Email to your Online Member candidate(s) and they can click the link for the degree when it is convenient for them. Notification of them taking it will be sent to council.



Transferring Online Members to Local Councils

- Online Members are encouraged to transfer into local councils;
- When an Online Member transfers to a local council, that council will receive credit like a new member has joined the council;
- Online Members should be vetted the same way as new members were vetted in the past;
- Online Members must go through the new Exemplification Ceremony before being transferred to a local council;
- You can transfer Online Members using Officers Online in the Prospect Tab”;
- Only Assigned members can be transferred via the “Prospect Tab”.



Transferring Online Members to Local Councils

- Once the member has gone through the admissions process with the council and has taken his third degree exemplification, he can be transferred to the council roster;
- Fill in the “Approval Date” with the date the degree was taken and then click “Transfer”. The Online Member will be transferred within a week;
- Councils must file a form 100 for all candidates who complete an online exemplification either digitally via Officers Online or emailing a hard copy. Indicate both New Member & Transfer on the form for Online Members;
- Councils will receive +1 when an Online Member is transferred;
- If the member is an insurance client, you will also receive a +1 for that as well.



Transferring Online Members to Local Councils

Supporting Applications

- Officers Desk Reference
- Fraternal Training
- Member Management
- Member Billing
- By Laws Online
- K of C Gift Store
- Supplies Online

Membership Reports Forms Publications **Prospect**

Assigned

Search:

Council #	Assigned Date	Name	Member #	Entry Date	Approval Date	Action
13094	11/29/2019	Mr. Michael McGivney	5671111	11/29/2019	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Transfer"/> <input type="button" value="Reject"/>
13094	03/08/2018	Mr. Luis Baez Jr.	4972392	11/08/2017	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Transfer"/> <input type="button" value="Reject"/>



Online Member Dues Adjustment

- Online Members dues are set at \$30.00 for one year from the date of entry. Council Accounts adjusts dues to the receiving council following a transfer;
- Dues adjustments must be applied to the member's ledger as a credit towards the member's next full assessment;
- Financial Secretaries may request a cheque for a refund of the Dues Adjustment credits on their account by emailing. Council credits are listed on your monthly council statement.



Contact Me

- If you have questions, please call or email me. Remember, Free Online Membership is still being offered until December 31st, 2020 at 11:59pm. The Promo Code is **MCGIVNEY2020**.

From my family to yours, Merry Christmas and a joyfully New Year.

Anthony Viresi

Online Membership Director

416-241-1522 – viresi_kofc@yahoo.com

