2024-25 Online Membership

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Path to Success:

1. **Online Registration v.s. Form 100**

2. **Strategies**

3. **Tools**

Online Registration/Conversion Impact

100 Prospects using :		Council Gain	Ontario COH Impact
Form 100	Exemplified	100	100
Online Registration	Joined as eMember	-	100
	Exemplified	100	-10 quota

Learning Point:

Our overall Ontario Quota was reduced from

2,140 to 2,048

in 2023-24 with conversion

Strategy 1: Online Registration, not Form 100

Use	Form 100	Online Registration
Data: Accuracy	• Errors in deciphering writing; lost forms	• Less errors with computer and prompts for missing-data
Timing: Member to Council	• Slower wait time; returned if errors	• Faster if done online by FS via Council's Prospect Tab
Engagement: Keeping Prospects	• 25% Prospect loss every week	• Personal on-boarding process retains Prospects
Quotas: State-wide reductions	• No reductions	• 10% quota reduction

Learning Point: Use **online registration**, instead of Form 100

Strategy 2: Welcome Prospects Immediately

- **eMail:** "State Deputy Welcome" – **within 2 days**
  - If no-contact in 7 days – DD and MIO alerted - **immediately**

- **eMail:** "Council Placement for Unassigned Prospects" – **within 2 days**
  - Chosen Council also alerted – **within 1 day**

- **Direct Call:** Distant Prospects (far away City or Church) – **within 1 day**

Learning Point: Welcome and follow-up with Prospects

Strategy 3: Convert Prospects within 30 Days

▶ **Prospect Engagement Guideline 3-3-30** :

  ▶ 3 days to **Contact**

  ▶ 3 days to **Meet**

  ▶ 30 days to **Exemplify**

▶ DDs (or MIOs) monitor Council's progress to help ensure timely conversion of online members

▶ July/August – converting remaining 2023-24 Prospect list to online members

Supreme: average time from online join to Council conversion:

36.5 days

Learning Point: Utilize the 3-3-30 Guideline

Methods and Tools

- **Church Drives / Program-based recruitment: Online Registration**
  - **Bookmarks:** from phone/tablet using **QR** code
  - **Website:** from laptop/tablet using **www.kofc.org/join**
  - **Index cards:** use to capture contact information
- **Council Prospect Tab:**
  - Either FS/GK can transfer online member to Council roster
  - Used by GK and DD to monitor or manage conversions
- **MIOs use MIO Prospect Lists to manage conversions**

Learning Point: Reach out for help – lots of resources available

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