



**KNIGHTS
OF COLUMBUS**
IN SERVICE TO ONE. IN SERVICE TO ALL.

ONLINE MEMBERSHIP



<https://vimeo.com/spiritjuice/review/275286077/7918f15f39>



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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.



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More Statistics

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.



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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



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Street Address *

Country *

State *

City *

Zip/Postal Code *

I am interested in joining a local council. [i](#)

Preferred Council #
If Known

I am a former member of the Knights of Columbus. [i](#)

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



Parish Name *

Parish City *

State *

How did you hear about us? *



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Officers Online

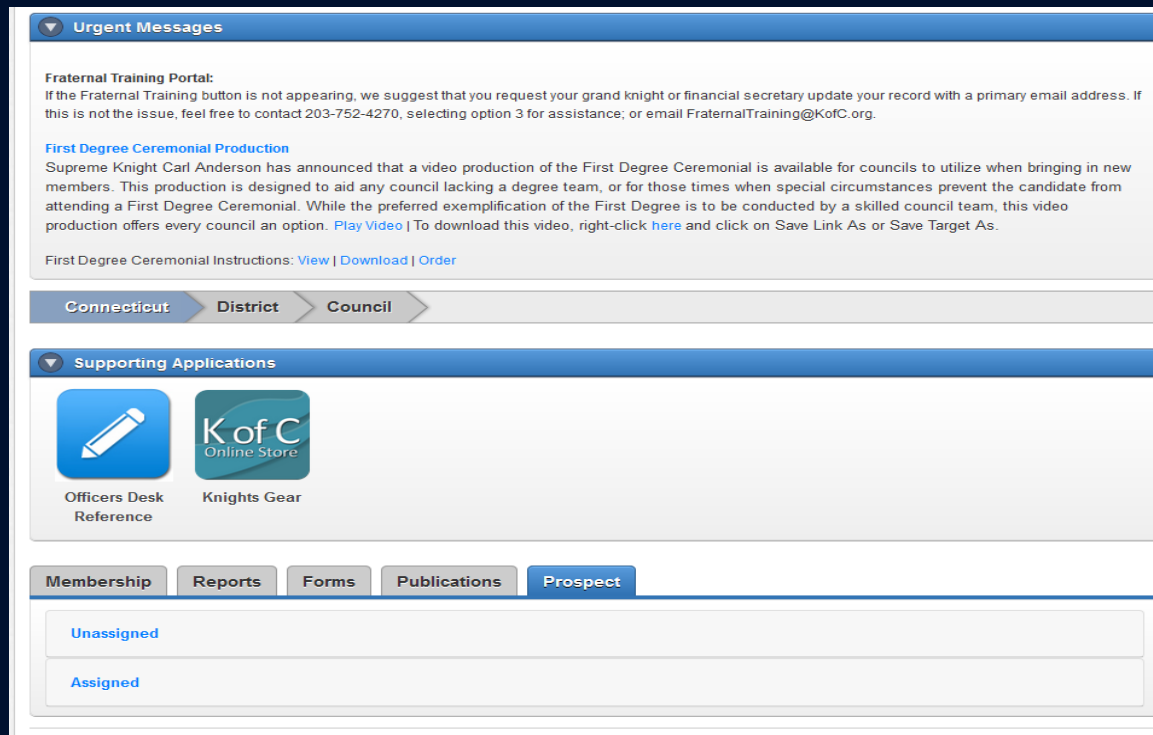
- We can now find, track and transfer Online Members in Officers Online.
- We can assign online members as member-prospects to a specific local council based on where they live, or where they attend Church.
- If the council accepts that member's application for transfer, they can complete the transfer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



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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.”



The screenshot displays the Officers Online web application interface. At the top, there is a blue header with a dropdown arrow and the text "Urgent Messages". Below this, there is a section titled "Fraternal Training Portal:" with a paragraph of text. This is followed by a section titled "First Degree Ceremonial Production" with another paragraph and a link "Play Video". Below that is a link "First Degree Ceremonial Instructions: View | Download | Order". A navigation bar shows "Connecticut" selected, with "District" and "Council" as options. Below this is a section titled "Supporting Applications" with two icons: "Officers Desk Reference" (a pencil icon) and "Knights Gear" (a KofC Online Store icon). At the bottom, there is a navigation bar with tabs for "Membership", "Reports", "Forms", "Publications", and "Prospect" (which is highlighted). Under the "Prospect" tab, there are two sub-tabs: "Unassigned" and "Assigned".



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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 Director**, 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

Membership Reports Forms Publications Prospect

Unassigned

Search:

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

Assigned



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Assigned 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

Membership Reports Forms Publications **Prospect**

Assigned

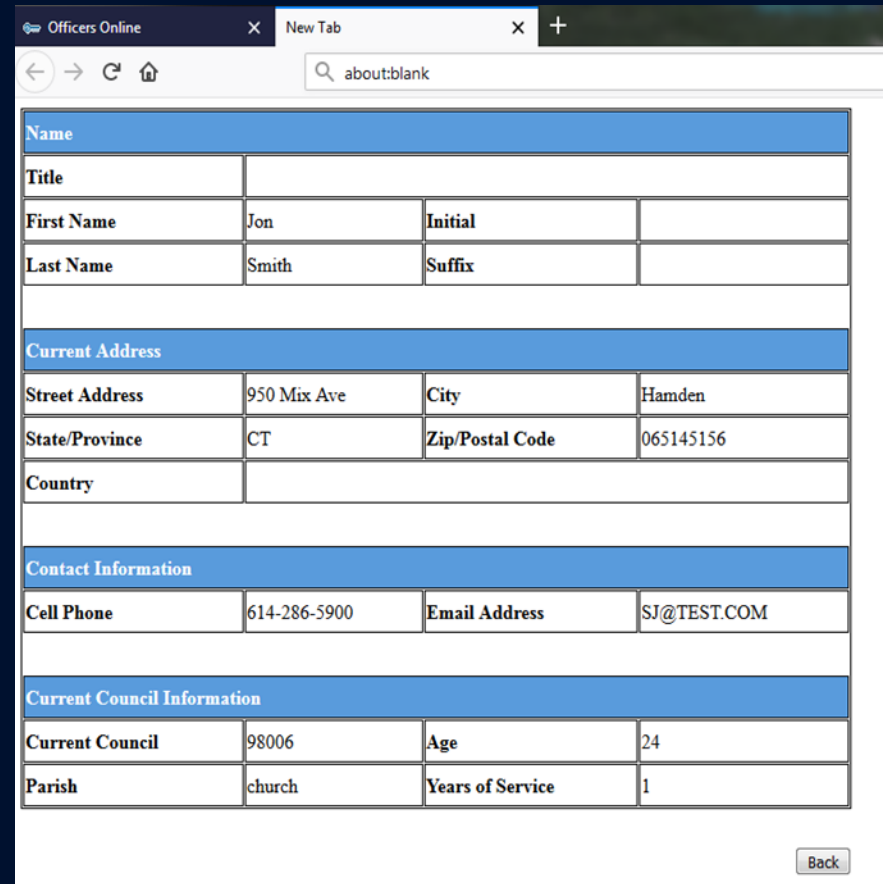
Search:

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"/>



Assigned Online Members

- To view additional information about the member you can click the member's name, and an info window will pop up.



The screenshot shows a web browser window with two tabs: "Officers Online" and "New Tab". The address bar shows "about:blank". The main content is a form with the following sections:

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
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Current Council Information

Current Council	98006	Age	24
Parish	church	Years of Service	1

Back



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



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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"/>

- 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



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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



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Proposer Credit

The screenshot shows a web browser window with the URL <https://www.kofc.org/apps/newjoin/en/registration/index.html>. The page is titled "Decide Your Values" and features a registration form on the left and promotional text on the right.

Registration Form Fields:

- I am interested in joining a local council. ⓘ
- I am a former member of the Knights of Columbus. ⓘ
- I have or previously held I...
Columbus. ⓘ
- Parish Name *
- Parish City *
- State *
- How did you hear about us? *

Dropdown Menu for "How did you hear about us?":

- Select One
- Search Engine
- Social Network
- K of C Website
- Email
- K of C Agent
- K of C Member
- K of C Council
- Event
- Other Event
- TV
- Newspaper
- Radio
- Other
- Select One

Form Controls:

- Information icon ⓘ
- CONTINUE >

Right Column Content:

Join your voice with our 1.9 million members to defend the faith and the truth as you support local, national, and 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

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Knights of Columbus Portal | 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: St. Mary's *

Parish City: Branford *

State: Connecticut *

How did you hear about us?: K of C Member *

Proposer Member Number: Enter Numbers only

If Known

CONTINUE >

international issues that are important to you.

- Stand up for the unborn and the dignity of all human life
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What You Can Do

- 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.



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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.



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