

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



What Online Membership does

- Gives prospective members a **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.**



What is Online Membership?

- A new way to join the Knights of Columbus online
- A new and predominately digital membership experience

A Fraternal Program



What Online Membership does not do

- **Does not** change the requirements for membership.
- **Does not** create a new class or type of member.
- **Does not** eliminate degrees.
- **Does not** eliminate councils.
- **Does not** eliminate dues.
- **Does not eliminate council recruitment.**



Who is an Online Member?

- A practical Catholic male above the age of 18.
- 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 select local council and state council events.



Want More Information?

Go to: <http://www.kofc.org/en/members/online-membership/index.html#/>

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