

Online Membership

A Program for Recruiting and Engaging New Members

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.



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.









JOIN US TODAY

Since 1882, membership in the Knights of Columbus has been open to men 18 years of age or older who are "practical" (that is, practicing) Catholics in union with the Holy See. Since that time, the Knights of Columbus has understood "practical catholic" to mean a Catholic who accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the precepts of the Catholic Church, () and is in good standing in the Catholic Church Church.

State/Province	Select State/P	rovince	
Name	First Name	Last Name	
Email			
Confirm Email			
Date of Birth	Month	Day	Year 🗸
I am a baptized	Catholic male *		
	Catholic *		
I am a practical			
I agree to abide	by the <u>Laws and R</u> slumbus, and acce		
I agree to abide the Knights of Co			

On my honor as a Catholic gentleman I declare that the above is true.

PROCEED TO JOIN >

Failure to answer truthfully to any of these declarations, or failure to remain a practical Catholic in union with the Holy See, renders void your membership in the Knights of Columbus.

Sign up between Dec. 1-15 and receive a free copy of our best-selling documentary, Guadalupe: The Miracle and the Message.

MEMBERSHIP BENEFITS

For \$30 annual membership dues, you receive a range of benefits to support your Catholic life.

Lead With Faith

Deepen your faith with access to spiritual resources to help you become a better Catholic man.

- · Access to knights.net
- · Subscription to Columbia, our flagship monthly magazine
- Prayer and faith formation resources to help you grow in Catholic masculine spirituality

Protect Your Family

Discover the Catholic difference of one of the World's Most Ethical*® and top-rated insurance companies.**

- A dedicated brother Knight field agent assigned to you and your family
- · Complimentary, comprehensive annual financial review
- Exclusive eligibility to purchase K of C life insurance, disability income insurance, long-term care insurance and retirement products
- · Access to free family fraternal benefits

Serve Others

Make an impact as you become part of our unmatched charitable outreach, helping those who need it most both locally and internationally.

- · Provide coats to children in need
- · Give food to families in need
- · Support victims of natural disasters

Defend Your Values

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

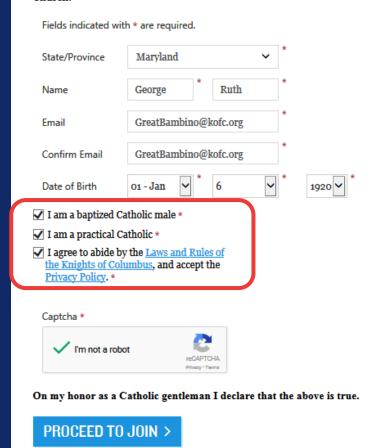


Eligibility

 Forward concerns about transfer requests from Online Members to State Leadership and Supreme.

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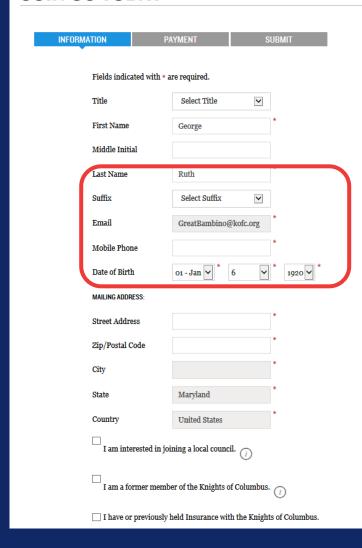
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Fields Prepopulated from first registration

page.

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For 90 annual membership dues, you receive a range of benefits to support your Catholic life.

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Deepen your faith with access to spiritual resources to help you become a better Catholic man.

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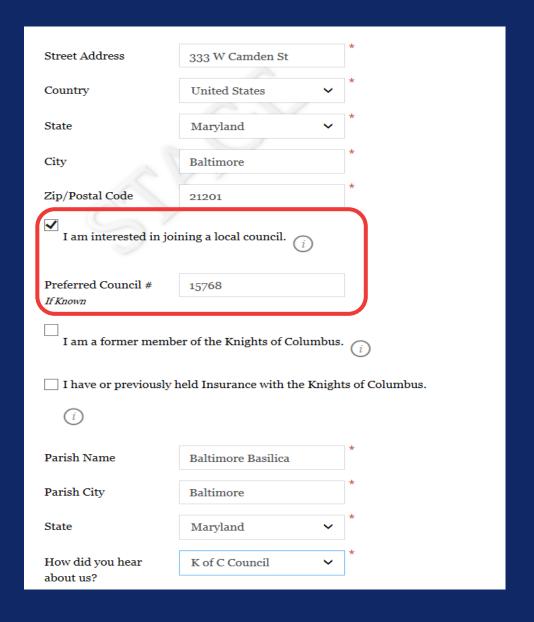
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- · Stand up for the unborn and the dignity of all human life
- Fight for religious liberty and our persecuted brothers and sisters in the Middle East



Preferred Council

- Candidate checks box "interested in joining a local council."
- Candidate enters council number
- Email sent to State Deputy & Grand Knight
- New members screened against records for previous members







JOIN US TODAY

INFORM/	INFORMATION		AYMENT	SUBMIT		
			•			
[AMOUNT I	DUE:		\$30.00		
	Promo Code	1		APPLY>		
	Fields indicated with * are required.					
	Name on Ca	rd	Bob Marlowe	*		
	Card Type		Visa	*		
	Card Number	er	4111111111111			
	Expiration I	Date	05 - May *	2020		
	cvv 🛈		242			
	Auto Schedule Yearly Payment of \$30/year.					
	BILLING ADDR					
	Mailing Address is same as Billing Address.					
	CONTI	NUE>	BACK			

MEMBERSHIP BENEFITS

For \$30 annual membership dues, you receive a range of benefits to support your Catholic life.

As a member, you receive:

- · Exclusive access to knights.net
- Subscription to Columbia, the monthly magazine of the Knights of Columbus
- Online resources to guide you in the practice of prayer, Catholic devotions and spiritual formation
- Access to select K of C events and programs in your state
- A trained and dedicated brother Knight field agent assigned to you and your family
- · A complimentary, comprehensive annual financial review
- Free accidental death coverage (certain age restrictions apply)
- Eligibility for a free Family Fraternal Benefit Program
- Exclusive eligibility to purchase Knights of Columbus products for you and your family

LEAD WITH FAITH

Go deeper. As a member of the Knights of Columbus you have access to a wealth of spiritual formation resources to help you become a better Catholic man, husband and father.

PROTECT YOUR FAMILY

Discover the Catholic difference. As a member of the Knights of Columbus, you get exclusive access to our top-quality portfolio of financial products, backed by ethical and Catholic business practices, that can help secure your family's future and give you peace of mind.



JOIN US TODAY

INFORMATION

PAYMENT

SUBMIT

Please review the provided information for accuracy & click on 'Submit':

You have selected automatic annual renewal for your membership dues. You must notify Knights of Columbus if you wish to change or cancel this transaction. Billing preferences can be managed online through the member portal or you can contact us at join@kofc.org

AMOUNT DUE:

\$30.00

MEMBER INFORMATION: EDIT

Name: Mr Bob M Marlowe Sr Email: testtest@kofc.org Mobile Phone: 203-752-4633 Date of Birth: 01/01/1950

Parish Name: St. Mary's (Baltimore, MD)
How did you hear about us?: K of C Agent

PAYMENT INFORMATION: EDIT

Name on Card: Bob Marlowe

Credit Card Number: VISA xxxx....1111

Expiration Date: 0520

BILLING ADDRESS: EDIT

1 Columbus Plaza Baltimore, MD 90210 US

MAILING ADDRESS: EDIT

1 Columbus Plaza

Baltimore, MD 90210 US

SUBMIT>

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SERVE OTHERS

Make an impact. As a member of the Knights of Columbus, you can support and participate in thousands of charitable programs – both local and international – to help those most in need.

DEFEND YOUR VALUES

Defend the faith. Defend the truth. As a member, your voice joins with 1.9 million fellow Knights. Stay informed, take action, and support local, national, and international efforts on issues that are important to you.



Online Member Welcome Packet

- Member receives the following after Online registration:
- Most recent month's edition of Columbia.
- Distinct Membership card in the mail showing a Member No. and his State Division.
- Welcome letter from the Supreme Knight.





Emails Sent with "Preferred Council" is checked

To Member



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 becom better Catholics, better husbands and fathers, and better men.

During registration you indicated that you are interested in becoming a member of Council 5. They should be reaching out to you shortly. If you are not contacted within the next 30 days, please email us at join@kofc.org.

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 <u>clicking here.</u>

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



Online Member Welcome Packet

 "Your Guide to Membership" brochure introducing new member to our Founder and the history of the Order.

◆ "Into the Breach" – exhortation by Bishop Olmsted of the Diocese of Phoenix.



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 (and jurisdictions) 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.





Emails Sent with "Preferred Council" is checked

To State Deputy, Membership Director, Online Membership Chair, Regional Administrators, District Deputy, Grand Knight & Financial Secretary



Dear Brother Knight,

<FName LName> has joined the Knights of Columbus through the eMembership initiative and is interested in transferring to Council 10705.

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.

Shooter provided the following contact information:

Brother Knight 123 Main St. Roswell, NM, 88002, US 505-454-1202 shooter@kofc.org

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

Sincerely,

Knights of Columbus

Website: http://www.knights.net



- 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
- District Deputies and Regional Administrators can also view them on their prospect tab.



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 a new member to the council is vetted
- Online Members must go through the ceremonial before being transferred
- You can transfer Online Members utilizing the Prospect tab via Member Management

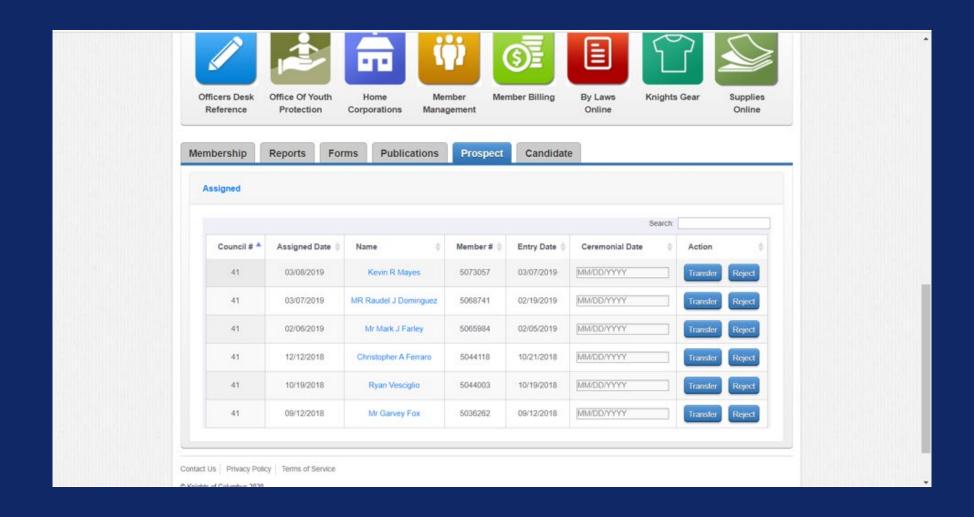


 Once the member goes through the admissions process and has taken his ceremonial, he can be transferred

Add the Ceremonial Date

Hit Transfer







- ◆ 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

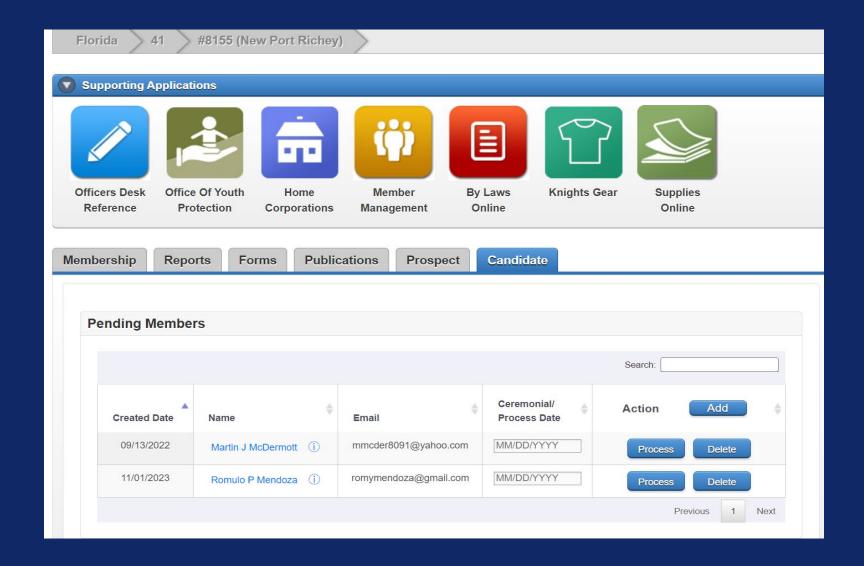


Candidate Tab

- ◆ The Candidate tab can be utilized to transfer an existing Member from one Council to another. They can also use it to sign up men who do not use the Join Online platform.
- The Candidate tab does not change the Online Membership process
- State and Local Councils cannot move Online Members from the prospect tab to the candidate



Candidate Tab





Online Member Dues Adjustment

- Online Members dues set at \$30.00 for one year from 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 check for a refund of the Dues Adjustment credits on their account by emailing <u>Council.Accounts@kofc.org</u>. Council credits are listed on your monthly council statement.



Next Steps?

- Utilize the Training Portals for more information regarding Online Membership.
- Prospect Tab Training: https://site-842560.bcvp0rtal.com/detail/videos/officers-online/video/6250025226001/prospect-tab-training-video?autoStart=true
- ◆ Candidate Tab Training: https://site-842560.bcvp0rtal.com/detail/videos/officers-online/video/6145850993001/candidate-tab-training?autoStart=true
- ◆ Contact jojames9733@aol.com for any questions you may have regarding Online Membership.

