

# ***Online Membership Pilot***

*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



***Online Membership Pilot***

# ***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.**



***Online Membership Pilot***



# ***What is Online Membership?***

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

*A Fraternal Program*



***Online Membership Pilot***

# ***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.



***Online Membership Pilot***

# ***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.



***Online Membership Pilot***

# Landing Page For Candidates: Kofc.org/Joinus



## DEFEND YOUR VALUES

*Defend life. Defend religious liberty. Defend truth. As a Catholic man, you want to stand up for your values and support what's right. As a member of the Knights of Columbus, you receive the tools you need to stay informed, take action, and support efforts on important issues. Join more than 1.9 million Knights to defend your values.*

[JOIN >](#)

## OUR HOLY FOUNDER

*Venerable Father Michael J. McGivney, whose cause for sainthood is active at the Vatican, founded the Knights of Columbus in 1882 with a group of parish men in New Haven, Connecticut.*



[JOIN >](#)



## TO BE A KNIGHT

*There is a call deep within each man to go deeper and reach higher to become the man God made him to be. In a world full of challenges, the Knights of Columbus equips men to answer the call to lead with faith, protect their families, serve others and defend their values.*

[JOIN >](#)

**BENEFITS: RESOURCES FOR CATHOLIC MEN**





## DEFEND YOUR VALUES

*Defend life. Defend religious liberty. Defend truth. As a Catholic man, you want to stand up for your values and support what's right. As a member of the Knights of Columbus, you receive the tools you need to stay informed, take action, and support efforts on important issues. Join more than 1.9 million Knights to defend your values.*

JOIN >

## OUR FOUR PRINCIPLES

*Living according to the principles of charity, unity, fraternity and patriotism, Knights work in local parishes and internationally to make the world a better place each day.*



JOIN >





## 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**,<sup>①</sup> and is in good standing in the Catholic Church.

Fields indicated with \* are required.

State/Province

Name


Email

Confirm Email

Date of Birth

- ☐ I am a baptized Catholic male \*
- ☐ I am a practical Catholic \*
- ☐ I agree to abide by the [Laws and Rules of the Knights of Columbus](#), and accept the [Privacy Policy](#).

Captcha \*

☐ I'm not a robot 

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

- Every person who joins online must attest to being qualified for membership.

## 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.

Fields indicated with \* are required.

State/Province	Maryland	*
Name	George	*
	Ruth	*
Email	GreatBambino@kofc.org	*
Confirm Email	GreatBambino@kofc.org	*
Date of Birth	01 - Jan	*
	6	*
	1920	*

- ☒ I am a baptized Catholic male \*
- ☒ I am a practical Catholic \*
- ☒ I agree to abide by the [Laws and Rules of the Knights of Columbus](#), and accept the [Privacy Policy](#). \*

Captcha \*

 I'm not a robot	 reCAPTCHA Privacy - Terms
---	---

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.

# JOIN US TODAY

## INFORMATION

## PAYMENT


## SUBMIT


Fields indicated with \* are required.

Title	Select Title ▼
First Name	George *
Middle Initial	
Last Name	Ruth *
Suffix	Select Suffix ▼
Email	GreatBambino@kofc.org *
Mobile Phone	
Date of Birth	01 - Jan * 6 * 1920 *

### MAILING ADDRESS:

Street Address	
Zip/Postal Code	
City	
State	Maryland *
Country	United States *

☐ I am interested in joining a local council. 

☐ I am a former member of the Knights of Columbus. 

☐ I have or previously held Insurance with 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

- Fields will be prepopulated from first registration page.




# Preferred Council

- Applicants can check the box “interested in joining a local council.”
- Applicants can enter a specific council number
- Emails will be sent to state membership teams and council officers.

Street Address	333 W Camden St	*
Country	United States	*
State	Maryland	*
City	Baltimore	*
Zip/Postal Code	21201	*
<input checked="" type="checkbox"/> I am interested in joining a local council. <a href="#">i</a>		
Preferred Council # <i>If Known</i>	15768	
<input type="checkbox"/> I am a former member of the Knights of Columbus. <a href="#">i</a>		
<input type="checkbox"/> I have or previously held Insurance with the Knights of Columbus. <a href="#">i</a>		
Parish Name	Baltimore Basilica	*
Parish City	Baltimore	*
State	Maryland	*
How did you hear about us?	K of C Council	*

# JOIN US TODAY

INFORMATION	PAYMENT	SUBMIT
<div>AMOUNT DUE: \$30.00</div>		
Promo Code	<input type="text"/>	<a href="#">APPLY &gt;</a>
Fields indicated with * are required.		
Name on Card	<input type="text" value="Chris Columbus"/>	*
Card Type	<input type="text" value="Visa"/>	*
Card Number	<input type="text" value="4111111111111111"/>	*
Expiration Date	<input type="text" value="05 - May"/>	<input type="text" value="2020"/>
CVV 	<input type="text" value="242"/>	*
<input checked="" type="checkbox"/> Auto Schedule Yearly Payment of \$30/year.		
BILLING ADDRESS:		
<input checked="" type="checkbox"/> Mailing Address is same as Billing Address.		
<div><a href="#">CONTINUE &gt;</a> <a href="#">BACK</a></div>		

## 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](mailto:join@kofc.org)

AMOUNT DUE:

\$30.00

MEMBER INFORMATION: [EDIT](#)

Name: Mr Chrvis Columbus

Email: [Columbus@kofc.org](mailto:Columbus@kofc.org)

Mobile Phone: 203-752-4270

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: Chrvis Columbus

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 >

## MEMBERSHIP BENEFITS

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

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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.



LEAD WITH FAITH

PROTECT YOUR FAMILY

SERVE OTHERS

DEFEND YOUR VALUES



## MASCULINE SPIRITUALITY

Catholic men are called to report for duty on the front lines of faith. [READ MORE](#)

(Photo by John Stegeman)

## LEAD WITH FAITH

Knights are committed to daily prayer, weekly Mass, and building a community of faith. This is the Knights of Columbus difference, knowing that you are backed by a band of brothers in the quest to become better Catholic men. Your membership gives you access to faith-building materials that will help you draw closer to God and lead with faith.



## THE DUTY TO LEAD

How you lead with faith is key to the lives of your loved ones and the future of the Church. As a Catholic man, you are called to draw closer to God and lead others in your family and beyond toward the joys of heaven.

[MORE >](#)



# Online Member Welcome Packet

Members receive the following after Online registration:

- Welcome letter from the Supreme Knight.
- Distinct membership card indicating member number and state division.
- The current month's edition of *Columbia* magazine.



# Online Member Welcome Packet

- A new “Your Guide to Membership” brochure introducing the legacy of Father McGivney and the the history of the Order.
- A copy of “Into the Breach”, the popular exhortation to men by Bishop Olmsted of Phoenix.

*“The renewal of masculinity cannot happen without banding together as brothers and true friends.”*

*~ Into the Breach by Archbishop Thomas J. Olmsted, Bishop of Phoenix*

Congratulations on becoming a member of the **Knights of Columbus**, and welcome to our **brotherhood**.

Since our founding in 1882, we have brought men together to lead with faith, protect our families, serve others and defend our values.

We are glad to have you with us.

Together we carry on the legacy of Father McGivney and the countless brother Knights who, dedicated to charity, unity, fraternity and patriotism, have strengthened our Church and our communities for more than 135 years.

Now is the time for you to make your impact: on us, in your own life, in your family, in your parish, in your community, and in the world.

We look forward to seeing you along the journey.



Supreme Knight

# ***Online Membership and Councils***

- Online members belong to state divisions, not councils
  - State divisions are a new unit under the state council
- Online members can convert to local councils
  - Councils must ensure the new member takes the Admission Degree
- Council officers will be notified by email when a member expresses interest in joining locally



***Online Membership Pilot***

SAMPLE email sent to  
State Membership  
Team, Grand Knights  
& Financial  
Secretaries, when  
“Preferred Council” is  
checked by member.



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:

**Christopher Columbus**  
**10 Chapel Street, New Haven, CT 06510, US**  
**203-752-4270**  
**columbus@kofc.org**

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: <http://www.knights.net>



SAMPLE email  
sent to a new  
member who  
is interested in  
joining a local  
council



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 10705. 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](mailto: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 [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>

# Printed Marketing Material

## *Recruiter Business Card*

Card # 10536

YOU ARE BORN  
A MAN.  
YOU BECOME  
A KNIGHT.



Join today. Visit [KofC.org/JoinUs](http://KofC.org/JoinUs)

**Preferred Council #** \_\_\_\_\_

### Why Join?

- Exclusive access to [knights.net](http://knights.net) and a subscription to our *Columbia* magazine
- Online resources to guide you in the practice of prayer, devotions and spiritual formation
- A trained and dedicated brother Knight field agent assigned to your family
- Exclusive eligibility to purchase Knights of Columbus insurance and retirement products for you and your family
- Access to select KofC events and programs in your state

Join today. Visit [KofC.org/JoinUs](http://KofC.org/JoinUs)

Printed Marketing Material  
*Why Join? Brochure*

Bifold # 10537

# Why Join?



**Knights of Columbus**

Lead with Faith

Protect Your Family

Serve Others

Defend Your Values

# ***Online membership and agents***

- Online Members will be assigned through the postal code assignment system.
- General Agents will be notified about all new members who join online and are assigned to their agency
- Agents will be encouraged to recruit eligible prospects into the Order through Online Membership when appropriate.



***Online Membership Pilot***



# ***What's Next For Online Membership?***

- 16 new states to be added in early 2018
  - New enhancements for registration and council transfer process – through **Officers Online!**
  - Trainings for State Councils, Officers and Agents
- Online Membership Webinar: Register through the

Audience URL:

<https://event.on24.com/wcc/r/1534637/D77F934CFAB12E3301669954F38ACF32>



***Online Membership Pilot***