

Online Membership – Pilot Program

State Council Expectations and Responsibilities

- 1. State Officer Conference calls** – Prior to the opening of the program in your jurisdiction we will setup a call to review program promotions, trainings and question you may be getting from your membership.
- 2. Training Promotion** – We will need your assistance to promote Online Membership communications and training resources to your district deputies and council leaders in the weeks before Online Membership opens in your jurisdiction.
- 3. Appoint a full-time state coordinator for Online Membership** – This coordinator will serve as your point person for the pilot program and liaison for you and your state council team.
- 4. 2-3 districts to pilot online member intake within their recruitment strategy** – Meet with these Districts Deputies and Grand Knights and build a plan for one Church drive or recruitment event utilizing the eMembership platform.
- 5. Feature Online Membership on your state council website** – Provide a direct link on your homepage to KofC.org/JoinUs and create an “eMembership” page on your website to feature the eMembership FAQ and a message from the State Deputy or eMembership coordinator.
- 6. Develop a state council “About Us” description** - 3-5 sentence jurisdiction description depicting uniqueness of the Knights of Columbus in your jurisdiction. This will be edited and published on the state Knights.net web pages.
- 7. Create a Calendar of Events for eMembers** – Identify 12 events (one per month) to promote to members who join online. These should include state and local council events that showcase your jurisdiction’s fraternity, charity and local impact on the community.
i.e. Fraternal events, large fundraisers, Coats for Kids distributions, golf tournaments, family events and special KofC Masses and liturgies
- 8. Plan 4 major recruiting events (one per quarter)** – These are can be either unique KofC events or already scheduled conferences where your put together a membership recruitment strategy utilizing the Online Membership platform.
Goals for these events should include direct signups at the event, prospects lists to utilize our new email acquisition campaign, and wide promotion of the KofC brand and eMembership website to attendees.