



Fruit For Thought

May 2019
Membership



Illinois Strong

The Importance of our Orders Success!!



New members will change your council. We have 2 months left to strengthen our membership to our Circle Of Honor goal of 2,550 members for the year. So far, this year through 10 months we have brought in 1,748 new members... **we still need 802!** More Knights will bring more members of our church together united in a common purpose!

Our mission is the churches' mission! We are here to support the church. We as an order must bring all families together united by putting their FAITH IN ACTION!

All councils need to work together and hold degrees for the success of Illinois. The Knights must be in the forefront in defending our faith, our church and our Priests and if we don't, who will??

4TH QTR ILLINOIS ACTION PLAN

- Every council active
- Every Council to have active membership recruitment at every program; utilize the council landing page
 - Promote the order and our good works in parish bulletins
 - Utilize the Online membership program and Council landing page
 - Schedule at least 1 invitation drive in April, May or June
- Hold an admission degree every month to not only benefit your council but your surrounding brother knights
- Reach for **Star Council**; review your goals with your DD and Field Agent NOW!
- Need help in getting back on track? Don't wait, your state team is here to help. We are just a call or email away!

Chosen to Go And Bear Fruit That Will Remain





Fruit For Thought

May 2019 Membership



Building a Prospecting Culture

NEW COUNCIL LANDING PAGE



DISCOVER KOF C



JOIN ONLINE



YOU'RE A MEMBER



GET INVOLVED



JOIN A COUNCIL



- A prospecting landing page is a digital version of a prospect card with some unique differences. First, the digital prospecting tool allows you to follow up with a prospective member immediately.
- Once the prospective member hits submit on the form, they will immediately receive a personalized email from someone in the council thanking them for their interest in the Knights. Second, they will automatically start receiving emails that have been hand crafted to give the prospective member more information about who the Knights are and what we do.
- Finally, it allows the online membership team to track the prospective members

How do I get a customized Prospecting Landing Page for my council?

Simply fill out the Prospecting Landing Page Request Form at www.info.kofc.org/pagerequest. You'll be asked for some basic information, including your council's name, state, and contact information for whomever is your council's point-person for recruitment.

PREPARATION

Build a Prospect Landing Page

Info.kofc.org/pagerequest

KNIGHTS OF COLUMBUS

Use the form below to request a customized landing page for your council.

Please note that turnaround may take a few days — and due to the holidays, requests submitted after December 20th will be fulfilled as soon as possible in the new year. Merry Christmas!

First Name:

Last Name:

Email Address:

Council Number:

State:

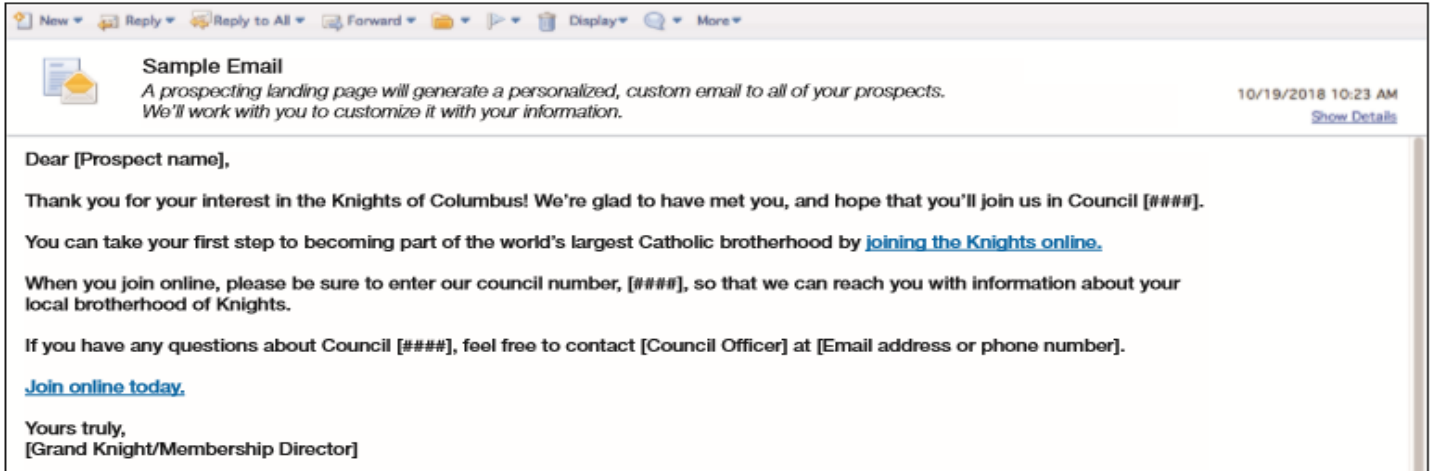
Please provide the date the page is needed, how you would like us to refer to your council, and the name and email address of the contact person (if it's not you).

[Submit](#)



Fruit For Thought

May 2019 Membership



To prospect effectively at events, councils should:

Prioritize the collection of email addresses. Of course, you should ask prospect members to join right there using the online membership application. But many won't. Would you normally take out your credit card and pay \$30 on a stranger's laptop? Focus on collection their email via the Prospecting Landing Page. They'll get the opportunity to join as soon as they get home, and we'll continue engaging them

Have a raffle. Incentivize prospective members by offering something to them by filling out the page. Run a month long raffle in the back of the church, or at fish fries for a \$100 visa gift card, or at a big event like a men's conference, raffle off something like an iPad. The choice is yours but the incentive will get more people to fill out your form.

Talk to wives! Just because they can't be members themselves, they are your best recruiting tool. Allow them to give their email and they will pass the information along to their husbands.

Trust the process. The goal is to get these men interested in joining and learning more about us. It could take a week, a month, or even a year and that's ok. With their email, we can reach out and make sure they're hearing more and more about the Knights of Columbus. **This is essential to showing prospective members who we really are!!**

ONLINE MEMBERSHIP PROGRAM

A NEW WAY TO RECRUIT & INFORM YOUNG POTENTIAL MEMBERS

Best Practices

- Members that indicate they want to join a local council **MUST** be contacted within a week
 - Email is preferred method of contact for online members
- Send an email or a call to a new online member welcoming them to the Order, Introduce Yourself, and ask what you can do to help their experience
- From the council FS's account you can move an online member into your council by putting in their admission's committee approval date and select the **transfer** icon on officers online.

Chosen to Go And Bear Fruit That Will Remain



Fruit For Thought

May 2019 Membership



Online Membership gives us 3 key capabilities

A Faster Way to Join –Through Online Membership, a join process that can take as many as two months now takes five minutes.

An Amplified Message – The Online Membership initiative is backed by a substantial, digital and data driven marketing campaign.

A Stronger Brand –This initiative provides a new membership initiative that is tailored to younger men and busier men who may not yet be ready for council-based membership in a low-pressure, low-commitment experience to begin a Knight’s journey.

<https://www.kofc.org/un/joinus/en/index.html>



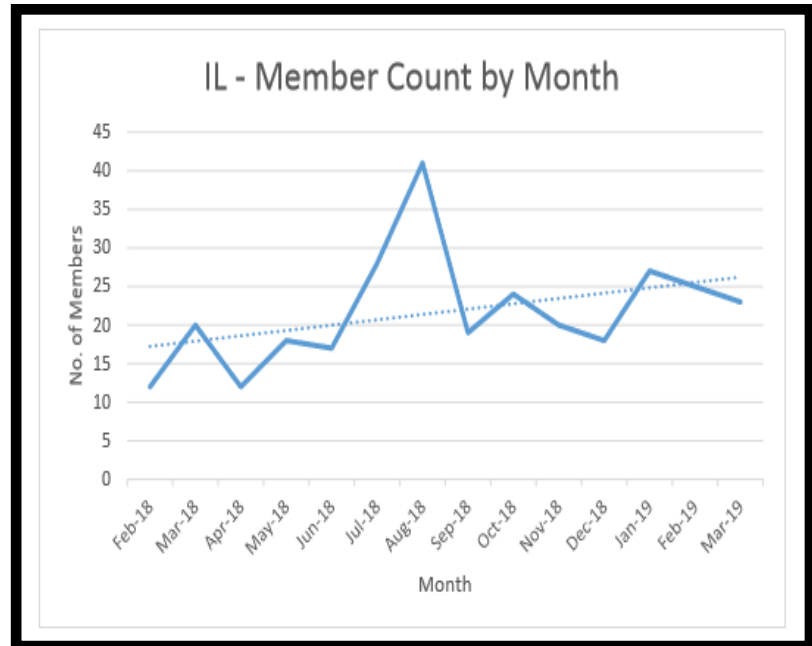
Online membership has been successful in Illinois:

This program is a great tool to add in your recruitment process.

- New channels for membership recruitment
- Reach eligible men who otherwise have not been invited to join
- A continuous 24/7 opportunity of membership
- Modern communications and messaging
- Streamlined recruitment process for prospects and councils
- Does not change the requirements for membership.

In terms of where these members come from.

- 35 percent have come from member or council referrals.
- 25 percent have come from agent referrals.
- The balance has come from marketing referrals or "other."



Chosen to Go And Bear Fruit That Will Remain



Fruit For Thought

May 2019 Membership



Membership Recruitment Resources

Supreme Fraternal Leader Training Webinars

Join the staff of the Fraternal Mission Department at Supreme as they discuss relevant topics for effective council operation, membership recruitment and conducting charitable outreach programs that engage council members and build a stronger council. All Knights of Columbus members/officers are welcome to learn!



Highlighted Membership Recruitment Webinars

- Fishing is like recruiting
- Effective Recruiting
- Keeping Recruitment Personal
- Online Membership

Training website

<https://www.kofc.org/en/members/resources/membership-webinar.html>

Supreme Incentives



Look who is on the Supreme Council Recruitment Incentive Leaderboard.

Congratulations Council #12173 for obtaining 1118% of their membership goal as of 4/30/2019!

Chosen to Go And Bear Fruit That Will Remain



Fruit For Thought

May 2019 Membership



BREAKING NEWS UPDATE ABOUT THE \$4.50!!!!




Council's that earn the Star Council Award (at any level) for the fraternal year 2018-2019 will receive a \$4.50 credit for every billable member on their roster as of July 1, 2019.

State Council Incentive

4TH QUARTER APPRECIATION INCENTIVE MAY & JUNE

**STATE COUNCIL
VIP POINTS UP FOR GRABS.....
90,000!!!!**

There will be 12,000 VIP points awarded to the top GROSS recruiting councils per Diocese.



1st - 5000
2nd - 3000
3rd - 2000
4th - 1000
5th - 1000

We will also give 3 individual recruiter prizes of 1,000 pts each.

Fraternally,
John P. Dehn
State Membership Director