GSK Membership Message #3

Online Membership

On March the 19th of this year, California began admitting Brothers through Online Membership.

Check out the [www.knights.net](http://www.knights.net) website to see an engaging presentation designed to entice young men to join us. When on the webpage, click on the tabs and on the video embedded over the “To Be A Knight” photo.

Men who join this way become Online Members. They will print out an Online Membership card that allows them to visit Councils. Some of these new Knights will wait for you to call to invite them to your meeting and others may just show up. When they visit, show off!

The majority of Online Members will wait for your call to ask them to consider joining your Council. Ken Morris, our Online Membership Chair, will send a notification regarding the new, Online Brother from your parish or your area who has joined our Order and is seeking a Council. Contact him quickly and warmly invite him to an activity or a meeting. Arrange for a quick Admissions Committee review but keep in mind that he already is a Brother Knight.

You will want your Brother to join your Council since the Council will earn Recruitment Credit (and Insurance if he is Insured). Complete a Form 100 as a transfer and your Council will get the credit towards your Membership goal.

You and your Chapter should find innovative ways to convert these Brothers from Online Member to Council Member. Check out the [2018 Membership Recruitment Incentives](https://drive.google.com/file/d/19L0HWpWrViEa2Ko3s4ta4Qn8yRQcsM2e/view?usp=sharing) and you will find one that rewards the Chapter with the highest % of conversions from Online Membership to Council Membership.

Online Membership is new and exciting. It is the wave of the future and the portal through which many young men may find and join our Order. Embrace it!

Yours in Service,

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