



Knights of
Columbus®

Proof of Concept

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Proof of Concept Outreach System

Proof of con-cept

noun

Evidence, typically derived from an experiment or pilot project, which demonstrates that a design, or proposal, etc. is feasible.



Proof of Concept Outreach System

- A new online join system
- Captures prospects quicker
- Gets us contact information up front
- Easier to follow up with
- Don't mess with the system



Proof of Concept Outreach System

Online Join Card

**DO NOT SEND
TO SUPREME**



**Knights of
Columbus**

Please PRINT legibly

Please accept your online membership within 24 Hrs.

- ☐ YES! Please sign me up for one-year of free membership (a \$30 value)!
- ☐ YES! I am a baptized Catholic!
- ☐ YES! I am a practical Catholic!

Full Name: _____
Email Address: _____ Cell Phone: _____
Address: _____ City: _____
Zip Code: _____ Date of Birth: _____ Preferred Language: _____
Parish: _____ Former Member: ☐ YES ☐ NO
Signature: _____
Proposer's Membership #: _____



Spanish and Vietnamese too

Proof of Concept Outreach System

KofC Trifolds

Form 10100



Knights of
Columbus®



Why *you* should
become a **Knight**

If you're interested in helping those in need, serving our parish, growing in your faith or having exclusive access to top-rated insurance protection for your family, then the Knights of Columbus is the organization for you.

Form 10209



Why We Offer Insurance



Knights of
Columbus®

LIFE INSURANCE DISABILITY INCOME INSURANCE LONG-TERM CARE INSURANCE RETIREMENT ANNUITIES

Form 10099



Knights of
Columbus®



24 Hours
Can Change Your Life

When You Join The Knights of Columbus

Form 4862



Here Today,
Here Tomorrow

We've Been Here Since 1882



Knights of
Columbus®

LIFE DISABILITY INCOME LONG-TERM CARE RETIREMENT



Proof of Concept Outreach System

Pulpit Speech

Spanish and Vietnamese too



OUTREACH PULPIT SPEECH – ENGLISH

Good morning/afternoon, my name is *(your name)* a member of the Knights of Columbus for approximately ____ years, my family and my brother Knights, have come today to invite the men of this beautiful parish, to become Knights of Columbus.

We develop charitable activities favoring our Catholic Church, our Community, our Family, our Youth, and the Culture of Life. We are the largest Catholic Lay organization in the world.

Our four principles are Charity, Unity, Fraternity, and Patriotism, and all the charitable works we carry out are guided by these four virtues.

Our goal is to help men, their families, and their parishes come closer to Christ. Our programs and resources provide opportunities to live and spread the Catholic faith.

Would all men 18 years old and older, please stand up. *(give them a few seconds to get up)* Brothers in Christ, can you imagine the positive effect of all these men working together in brotherhood, helping and protecting this community of *(name of the church)* Together, we empower Catholic men to live their faith at home, in their parish, at work, and community.

You might think you don't have the time to become a Knight, but the Knights of Columbus do not seek to take time from you or your family but rather offer you quality time together...helping others, and by being with people who share your Catholic faith.

Brothers in Christ, at the entrance you were given some brochures, inside those brochures' is a signup card. You can fill it out this card and hand it out to one of the brothers as you are exiting the church. Its that easy.

Many thanks to Father- *(name of your priest)* for giving us this time to invite the men of this parish to become Knights of Columbus.

Have a great and blessed week!

And as we say in the Knights of Columbus.

VIVAT JESUS!

Proof of Concept Outreach System – **Before Mass**

- Schedule the drive
- Order trifold
- Print cards
- Organize the ambassadors
- Create POC packets (card, 4 trifolds & pen)
- Place POC packets in pews



The image shows a Knights of Columbus membership card. On the left side, there is a logo with a shield and the text "Knights of Columbus" and "de Colón". Below the logo, the text "11730.S 9/24" is visible. The right side of the card contains a form with the following fields and instructions:

Please PRINT legibly
Please accept your online membership within 24 Hrs.

☐ YES! Please sign me up for one-year of free membership (a \$30 fee will be charged if I do not sign up within 24 hours.)
☐ YES! I am a baptized Catholic!
☐ YES! I am a practical Catholic!

Full Name: _____
Email Address: _____ Cell Phone: _____
Address: _____ City: _____
Zip Code: _____ Date of Birth: _____ Preferred Language: _____
Parish: _____ Former Member: ☐ YES ☐ NO
Signature: _____
Proposer's Membership #: _____



Proof of Concept Outreach System – **During Mass**

- Remind the Pastor it's Drive Weekend
- Give the pulpit speech
- Collect cards from men as they leave the Church
- Be prepared to answer questions



Proof of Concept Outreach System – After Mass

- Remove all items from the pews
- Enter all completed cards into Supremes Join site
- Contact the prospect immediately to confirm membership
- Send a thank you note to Father
- Reach out to the member
- Transfer this member to your council

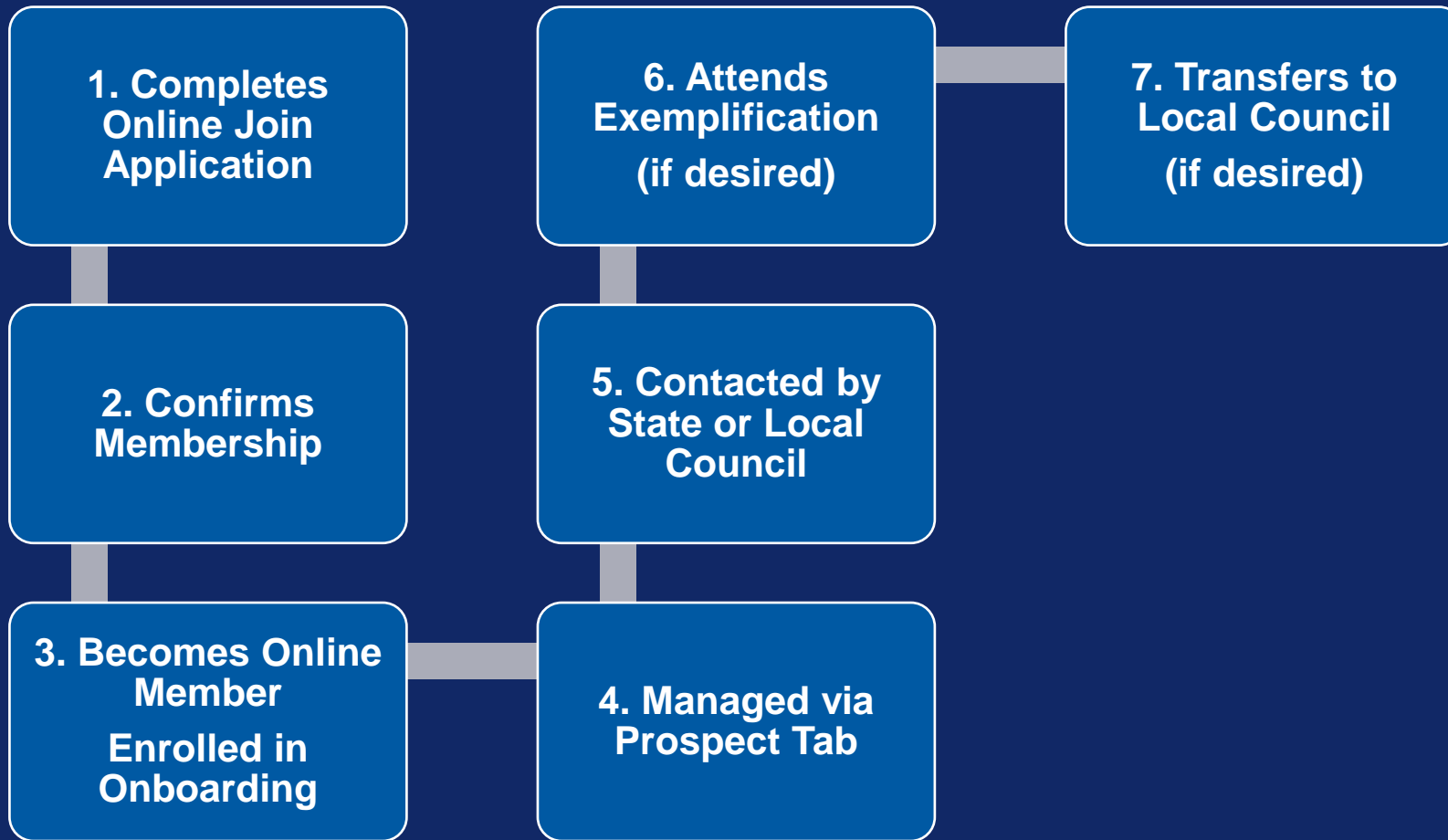


Online Membership

- Promote online membership
- Prospect fills out form then clicks on confirmation link in email
- Encourage engagement to assigned prospects
- Understand Officers Online prospect tab
- Know how to transfer Prospects into a local council



Prospect: Online Join Process

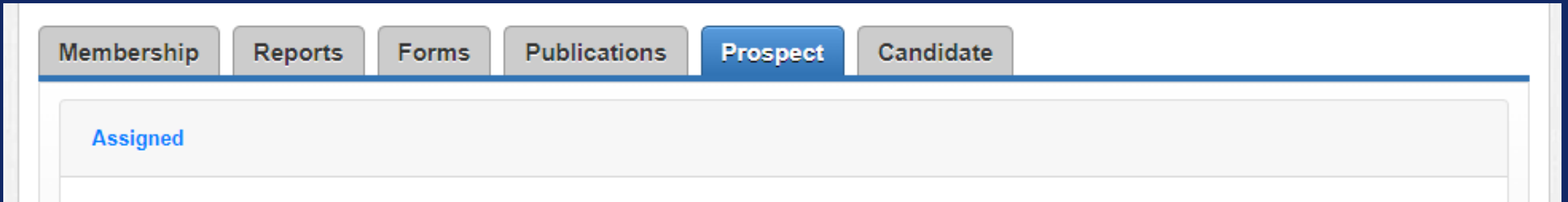


State Council 98004



Transferring Online Members

- Online members appear in your Council's Prospect Tab in Officers Online for one of two reasons:
 - State Online Membership Coordinators assign him to your council
 - The Online Member included your council number on the join application
- This tab can ONLY be worked by Grand Knights and Financial Secretaries
- You can view them in your council "Prospect" tab



Transferring Online Members

Membership

Reports

Forms

Publications

Prospect

Candidate

Assigned

Search:

Council # ▲	Assigned Date	Name	Member #	Entry Date	Ceremonial Date	Action
					MM/DD/YYYY	<div>TransferReject</div>
					MM/DD/YYYY	<div>TransferReject</div>
					MM/DD/YYYY	<div>TransferReject</div>

Contact Us

Privacy Policy

Terms of Service

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- Add the Ceremonial Date
- Hit Transfer

The “Reject” button

Membership

Reports

Forms

Publications

Prospect

Candidate

Assigned

Search:

Council # ▲	Assigned Date ▼	Name ▼	Member # ▼	Entry Date ▼	Ceremonial Date ▼	Action ▼
					MM/DD/YYYY	<div>TransferReject</div>
					MM/DD/YYYY	<div>TransferReject</div>
					MM/DD/YYYY	<div>TransferReject</div>

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Reject Reasons

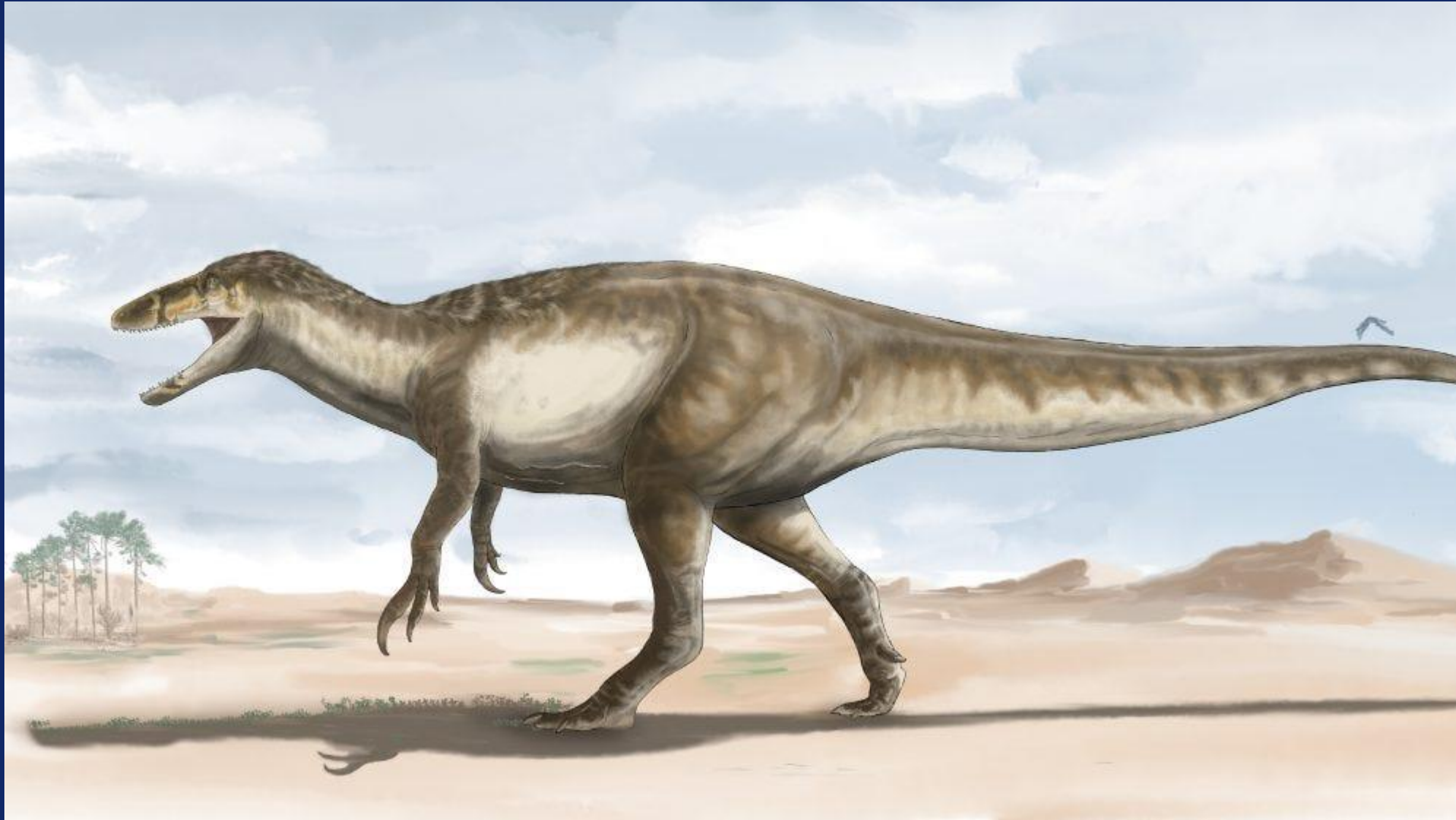
- Eligibility Concerns
- Council Incompatible
- Does Not Want To Transfer

The screenshot shows a web application interface with a 'Membership' tab and a 'Reports' tab. A modal dialog box is open, titled 'Please provide the reason for rejection.' with a close button (X). Inside the dialog, there is a dropdown menu labeled 'Select the Reason' with three options: 'Select the Reason', 'Eligibility Concerns', 'Council Incompatible', and 'Does Not Want To Transfer'. The 'Eligibility Concerns' option is currently selected. Below the dropdown are 'OK' and 'Cancel' buttons. In the background, a table is visible with columns for 'Council #', 'Assigned Date', 'Assigned To', 'Assigned By', 'Assigned Date', 'Assigned By', and 'Action'. The table contains several rows of data, including names like 'Mr. Jonathan C. Thompson', 'Sergeant P. A.', 'Mr. Anthony J. Harte', 'Mr. Donald J. Harte', and 'Michael D. Harte'.

Council #	Assigned Date	Assigned To	Assigned By	Assigned Date	Assigned By	Action
1274	08/01/2020	Mr. Jonathan C. Thompson	5154114	04/30/2020	ASSIGNED BY	Cancel
1274	01/31/2020	Sergeant P. A.	5139287	01/30/2020	ASSIGNED BY	Cancel
1274	12/30/2019	Mr. Anthony J. Harte	5132477	12/27/2019	ASSIGNED BY	Cancel
1274	12/04/2019	Mr. Donald J. Harte	5137150	12/04/2019	ASSIGNED BY	Cancel
1274	11/15/2019	Michael D. Harte	4245319	12/12/2007	ASSIGNED BY	Cancel



What is this?



What is this?

Please complete this form

100 3/15

 **KNIGHTS OF COLUMBUS**
1 COLUMBUS PLAZA, NEW HAVEN CT 06510

Membership Document
A CATHOLIC, FAMILY, FRATERNAL, SERVICE ORGANIZATION

1	NEW/RECEIVING COUNCIL NUMBER	COUNCIL LOCATION (CITY, ST/PROV)	MEMBERSHIP NUMBER	DATE READ	DATE ELECTED	1ST DEG. DATE
2	TRANSACTION <input type="checkbox"/> NEW MEMBER <input type="checkbox"/> JUVENILE TO ADULT <input type="checkbox"/> REINSTATEMENT (up to 3 months) <input type="checkbox"/> REACTIVATION (inactive insurance) <input type="checkbox"/> READMISSION (up to 7 years) <input type="checkbox"/> REAPPLICATION (over 7 years) <input type="checkbox"/> TRANSFER IN <input type="checkbox"/> DATA CHANGE <input type="checkbox"/> SUSPENSION reason		MO. DAY YR. PROVIDE SURVIVOR INFORMATION BELOW <input type="checkbox"/> DEATH NEXT OF KIN RELATIONSHIP TELEPHONE # STREET CITY ST/PROV POSTAL CODE			
3	LAST NAME FIRST NAME MIDDLE INITIAL TITLE		STREET CITY ST/PROV POSTAL CODE COUNTRY (OUTSIDE US)			
	MO. DATE OF BIRTH DAY YR.	MARITAL STATUS	HOME PHONE	BUSINESS PHONE	CELL PHONE	
	E-MAIL ADDRESS			OCCUPATION/EMPLOYER	LAST FOUR DIGITS OF TAX ID (e.g., SSN, SIN) XXXXX-	
4	*ARE YOU A PRACTICAL OR PRACTICING CATHOLIC IN UNION WITH THE HOLY SEE? YES NO		PARISH NAME, LOCATION (CITY, ST/PROV)		FORMER COLUMBIAN SQUIRE? YES NO	
	DID YOU APPLY FOR MEMBERSHIP PREVIOUSLY? YES NO	INITIATION DATES	1. FIRST	2. SECOND	3. THIRD	4. FOURTH
	DATE OF TERMINATION REASON		NUMBER OF LAST COUNCIL	COUNCIL LOCATION (CITY, ST/PROV)		
5	I HEREBY RECOMMEND THE ABOVE APPLICANT FOR MEMBERSHIP. PRINTED NAME OF PROPOSER <u>Robert Kish</u> PROPOSER'S MEMBER NUMBER (required) <u>3669636</u>			I HEREBY DECLARE THAT THE ABOVE IS TRUE AND CORRECT AND THAT I WILL UPHOLD THE CHARTER, CONSTITUTION AND LAWS OF THE KNIGHTS OF COLUMBUS AND ANY OF ITS COUNCILS IN WHICH I HOLD MEMBERSHIP AND AGREE THAT THE DECISION OF THE BOARD OF DIRECTORS SHALL CONTROL IN ALL MATTERS. I AGREE THAT THE KNIGHTS OF COLUMBUS MAY VERIFY THE INFORMATION PROVIDED. X SIGNATURE OF APPLICANT		
	X DATE			X SIGNATURES		
	FINANCIAL SECRETARY			GRAND KNIGHT		

SEE DEFINITION ON REVERSE/DOES NOT APPLY TO PRIESTS AND RELIGIOUS

A copy of this form should be sent to the council agent for his records

SUPREME OFFICE COPY



STOP

Please complete this form

100 3/15

 **KNIGHTS OF COLUMBUS**
A CATHOLIC, FAMILY, FRATERNAL, SERVICE ORGANIZATION

Membership Document

1 NEW/RECEIVING COUNCIL NAME LOCATION (CITY, ST./PROV) MEMBERSHIP NUMBER DISTRICT 1ST DEG. DATE

2 **TRANSACTION**
☐ NEW MEMBERSHIP (up to 7 years)
☐ JUVENILE MEMBERSHIP (up to 7 years)
☐ REINSTATEMENT
☐ REACTIVATION
☐ DEATH
RELATIONSHIP TO COUNCIL: _____
COUNCIL CODE: _____

3 LAST NAME: _____
STREET: _____ COUNTRY (OUTSIDE US): _____
MO DATE OF BIRTH DAY YR MARITAL STATUS: _____ CELL PHONE: _____
E-MAIL ADDRESS: _____ LAST FOUR DIGITS OF TAX ID (e.g., SSN, SIN): XXXXXX-
FORMER COLUMBIAN SQUIRE? YES NO

4 *ARE YOU A PRACTICAL OR PRACTICING CATHOLIC IN UNION WITH THE HONORABLE SOCIETY OF THE KNIGHTS OF COLUMBUS?
DID YOU APPLY FOR MEMBERSHIP PREVIOUSLY? YES NO
DATE OF TERMINATION: _____
I HEREBY RECOMMEND: _____
PRINTED NAME OF PROPOSER: _____
PROPOSER'S MEMBER NUMBER: _____
I HEREBY DECLARE I AM A CATHOLIC IN UNION WITH THE HONORABLE SOCIETY OF THE KNIGHTS OF COLUMBUS AND I AGREE THAT THE KNIGHTS OF COLUMBUS HOLD THE CHARTER, CONSTITUTION AND BYLAWS OF THE SOCIETY IN WHICH I HOLD CONTROL IN ALL MATTERS.

5 DATE: _____ FINANCIAL SECRETARY: _____ SIGNATURES: _____ GRAND KNIGHT: _____

A copy of this form should be sent to the council agent for his records

SUPREME OFFICE COPY



Transferring Online Members

- Do not submit form 100's
- Councils are awarded credit on membership when online member transferred
- Contact eMembership@kofc.org for questions regarding Online Membership





**Knights of
Columbus®**

Questions???

Robert Kish
Territorial Growth Director - West
Robert.kish@kofc.org



**Knights of
Columbus®**

Thank You!

Vivat Jesus!

Robert Kish
Territorial Growth Director - West
Robert.kish@kofc.org