



K O C O A

THE OFFICIAL NEWSLETTER OF THE ARIZONA STATE COUNCIL



Brother Knights of Arizona

September 12, 2018

Arizona State Council eMembership News

Brothers,

eMembership is proving to be a valuable tool for both your council and for the men joining our Order as on-line members.

- Since Arizona started utilizing this valuable tool in October 2017, 84 men have joined our Order as eMembers!
- In August 2018, we had 16 men join via on-line membership! Arizona's Supreme goal is to have 14 men per month join as eMembers.
- The average age of men joining in Arizona via eMembership is 47 years old.
- 25% of the men joining via eMembership in Arizona have already transferred into a traditional council.

Please remember that this tool is to be used in addition to our more traditional methods of recruiting men into our councils. Your council can use eMembership as a tool to grow your council and continue to strengthen your Parish.

This new fraternal program seeks to help the Order, our Arizona jurisdiction and your council maintain sustainable long-term membership growth by providing the opportunity for membership throughout the modern man's life cycle. This streamlined alternative helps acclimate men to the Order. Once a man has joined online, Supreme then works to incorporate him into a council and get him fully integrated with its activities.

This initiative is an important step for our Order, and presents a tremendous opportunity for membership growth and engagement. The initiative allows for:

- ***A Faster Way to Join*** – One of the most common objections to joining the Knights of Columbus is "I don't have time." Through Online Membership, a join process that can take as many as two months now takes five minutes.
- ***A Digital Experience*** – This initiative provides a new membership experience that is tailored to younger men and busier men who may not yet be ready for council-based membership. This low-pressure, low-commitment and digital experience meets men where they are, helps to form them as Catholic men, and enables us to bring more men into the fold.
- ***An Amplified Message*** – The Online Membership initiative is backed by a substantial marketing campaign that will find and work to convert prospective members.

The Online Membership Initiative:

- ***Does not*** change requirements for membership. Membership in the Knights of Columbus remains open to practical Catholic men.
- ***Does not*** eliminate degrees. Men who join online are non-degreed members. Once they are ready to convert to a local council, they are required to take the Admissions Degree.



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- **Does not** eliminate councils. The goal of online membership is to form men for committed, lifelong and council-based membership in the Knights of Columbus. In fact, Online Membership creates a pool of recruits for local councils to engage with.
- **Does not** eliminate dues. Online Members are required to pay \$30 annual dues.
- **Does not** create a new class or type of member. Online Members are members of the Knights of Columbus. They are non-degreed members, and they do not belong to local councils, but they are not provisional or partial members.

Here is some information for our Financial Secretaries:

- **How to Transfer Online Members** - You can now find, track and transfer Online Members in Officers Online. The State eMembership Chairman can assign online members as member-prospects to a specific local council based on where they live, or where they attend Church. If the council accepts that member's application for transfer, they can complete the transfer process without submitting a Form 100. All you have to do enter the member's Admissions Degree date in Officers Online. Make sure you have men assigned to manage this process. If men who join online say they want to join a council, don't make them wait! Let's make sure we make it happen.
- **How Credit Is Assigned** - Online Members count towards Star Council goals. Councils receive a +1 when online members transfer to local council membership. And if they are an insurance client, the council will receive a +1 for that, too.
- **How Dues Adjustments Are Given** - When an online member converts to a local council, the council receives a dues adjustment credit. That credit is determined based on what has already been assessed to the member. He paid \$30 when he joined online. If his account been assessed for state or supreme per capita (depending on the time of year), the council will receive the full \$30 as a due's adjustment credit. If his account has already been assessed for state and/or supreme per capita, the council will receive the \$30 LESS that amount.

The online membership initiative provides a simpler way for men to join. Your councils should use it. Utilize online membership at church drives, council events, and men's conferences. And don't forget to invite men to join who have told you that they didn't have time in the past! This program is a powerful tool that you and your council should use to invite men to take that first step toward lifelong council-based membership in the Order.

Vivat Jesus!

Larry Becker

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