

MID-YEAR MEETING OF STATE DEPUTIES

IDEAS FORUM – NOVEMBER 3, 2018

Building a Prospecting Culture In Your Jurisdiction

In Brief:

Have you ever been convinced to join an organization you've barely heard of in one 30-second conversation? Then why do we expect that process to work for our councils?

Think about how many major events your councils hold in a year? Dozens? Hundreds? Thousands? Each of those events is an opportunity to *identify prospects*.

Now, with the introduction of Online Membership, **your jurisdiction and your councils can use Online Membership's platforms to efficiently and effectively collect prospects at events, nurture them over time, and get more of them to become members.**

Think about it: if all your councils do is collect a prospect card with someone's phone number, they have to hope and pray that that person answers the phone and remains interested. But if you're prospecting properly, you can still call them, but you can also collect their email, we can communicate with them on your behalf every week, tell them more about our story, get them to learn more about why they should become members, and ultimately get them to join.

Bad prospecting gives us one shot to make a man a member. Good prospecting gives us endless opportunities to engage.

Using Prospecting Landing Pages

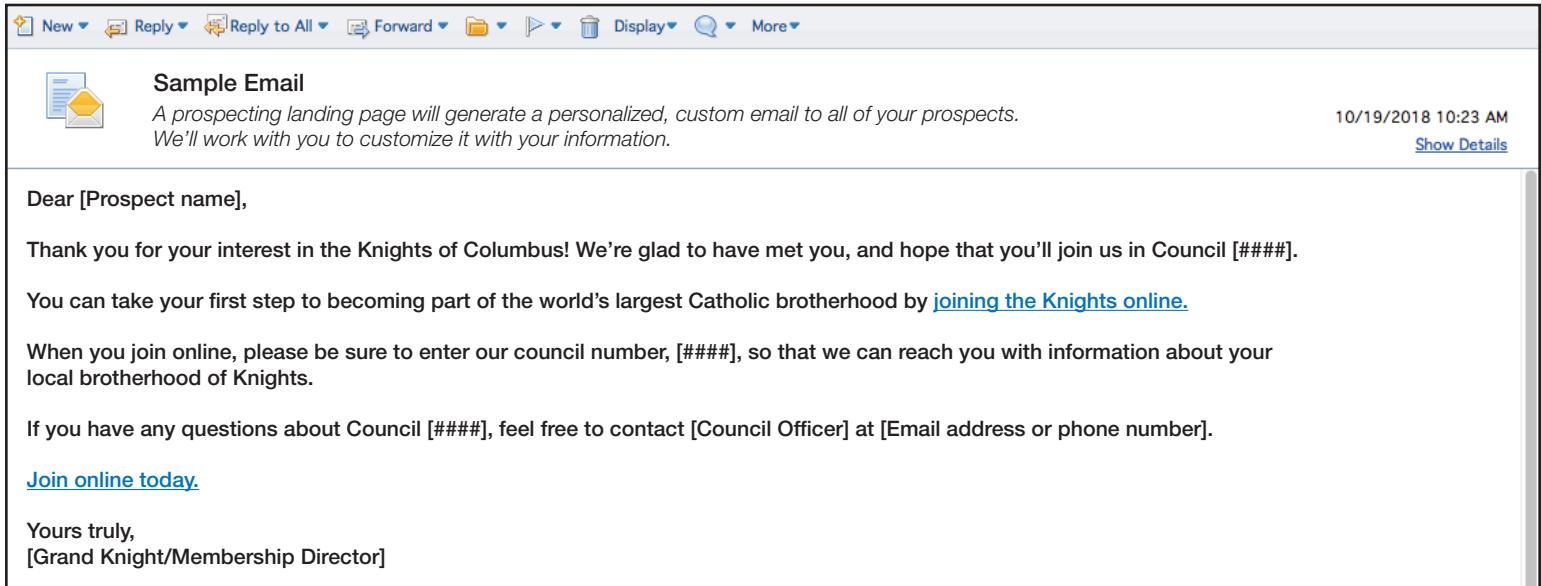
A prospecting landing page is a digital version of a prospect card with some unique differences. First, the **digital prospecting tool allows you to follow up with a prospective member immediately**. Once the prospective member hits submit on the form, they will immediately receive a personalized email 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 to better understand the content prospective members are interested in and clicking on.

Take Action:

1. Send an email to all of your state family, grand knights and district deputies introducing the Prospecting Landing Pages request form, and sharing the best practices document. *A draft email and attachments will be sent to you on Monday, November 5. Deadline: November 19.*
2. Assign your online membership coordinator(s) or membership director to talk about the Prospecting Landing Pages at your mid-year meetings.



Sample Email



Best Practices

To prospect effectively at events, councils should:

1 **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? Neither will they. Focus on collection their email via the **2** **Prospecting Landing Page.** They'll get the opportunity to join as soon as they get home, and we'll **3** 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. 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 growing our brand and showing prospective members who we really are.



Instructions and FAQ

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

Simply fill out the Prospecting Landing Page Request Form at 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.

In 2-3 business days, we'll get back to you to finalize your custom Prospecting Landing Page and Auto-Generated Prospecting Email.

How does our Prospecting Landing Page work?

When a prospect fills in his information on your council's customized Prospecting Landing Page, he will immediately receive an Auto-Generated Prospecting Email, customized for your council, thanking him for his interest in becoming a Knight. This customized email is generated by the Supreme Council's marketing software, Marketo. The prospect will also be enrolled into another Marketo program to receive weekly emails from the Supreme Council with information about the Order and how to join.

Will my council receive the prospective member's contact information?

Yes. A designated council member (we recommend Grand Knight or Membership Director) will receive an email every time a prospect fills out the form. Be sure to include the email address of this designated council member when you complete the Prospecting Landing Page Request Form to ensure your council receives every prospect's information.

What doesn't this form do?

The form does not enroll a man as an online member, or add him to the Prospects tab of Officers Online. Once a prospect has joined online, and if he has indicated he's interested in joining your local council, his information will then appear in the Prospects tab of Officers Online.

What do I do if the form keeps auto-filling with information from the last person to fill it out?

This is probably a browser settings issue.

It can often be solved by using a "private" or "incognito" window of your browser, or by going into the browser settings and disabling cookies. This will prevent the browser from caching the previous user's answers.

[How to turn off cookies in Chrome](#)

[How to turn off cookies in Safari](#)

[How to turn off cookies in Firefox](#)

[How to turn off cookies in Internet Explorer](#)

FAQ



