Five months since being introduced in select pilot states, the Knights of Columbus Online Membership program is already proving to be a valuable recruiting tool for councils.

Future Knights need only visit kofc.org/joinus from a computer or mobile device to enroll in our digital program that allows them a chance to become engaged in K of C spiritual and council life.

We asked three state deputies in our test markets — Steve Cohen of Maryland, Steve Kehoe of Virginia and Doug Oldmixon of Texas — to weigh in with their thoughts on the program, which will be available across North America and Canada* in July.

See inside to read about their experiences with online membership.

*Online Membership is currently available in English only and will expand to Québec and Puerto Rico when it becomes available in Spanish and French.
When your pastor asks your council’s help, you jump at the opportunity. That’s what Council 2326 did when the pastor asked them to help solve the parish’s lighting issues.

“The pastor asked if the Knights would be able to help change the light bulbs before Holy Week,” said Kevin McKinney. He added that the council first learned of the request from brother Knight Don Kenyon, who serves on the parish’s buildings and grounds committee. Kenyon then organized volunteers to staff the project.

The light bulb installation project is just one example of how important it is for councils to have a strong relationship with their pastors.

“I was fortunate to inherit this active council when I arrived at St. Mary’s,” said Father Timothy Friedrichsen, who serves as chaplain to Council 2326. “I make requests of them when specific things are coming up, and they always respond positively.”

“We have always tried to have a good working relationship with the pastor, and he knows, as have others in the past, that we are there to help whenever possible,” McKinney said.

The council, which has 241 members, collaborates with Father Friedrichsen to meet the immediate needs of the parish and the school, Kenyon said. Often Knights with specific skills directly help with requests.

“The benefit of the close relation between the council and parish is that you build a rapport with the parishioners, they see you doing these good things, and they want to join,” Kenyon said. He added that he became a member after seeing Knights at work in Stuart, Iowa.

Father Friedrichsen also became a member after seeing an active council — in his case, St. Rose of Lima Council 2074 in Denison. Unlike some councils he’d seen that were inactive except for an occasional Tootsie Roll Drive, Council 2074 was “a wonderful group of men who did a lot for the parish and school.”

“I wanted to be a part of that group,” said Father Friedrichsen. “I am very happy that we have a similarly active and faithful group here at Storm Lake.”

To learn how your council can establish a similar relationship with your pastor and parish, check out the tips below from Father Friedrichsen.

### Three Secrets to Establishing a Strong Relationship With Your Parish and Pastor

From Father Timothy Friedrichsen, chaplain of St. Mary’s Council 2326 in Storm Lake, Iowa

1. **Dialogue.** Hear each other’s points of view, proposals, goals, etc. Meet, listen, talk and ask questions.

2. **Work through misgivings, doubts and skepticism.** Create a plan that mutually benefits the council and parish.

3. **Learn from others.** Consider failures as well as successes. Always respect other councils, other Knights and, most especially, your pastor. This mutual respect will go a long way in establishing a long-lasting relationship!
Tips to Recruiting Success

Shawn Pinto, a top recruiter from Council 13217 in Georgia, brought in seven new members during his year managing the council’s new membership recruitment. That same year, his council brought in a total of 40 new members. Here’s how they did it.

Shawn Pinto’s theory is that the reason many men never join the Knights of Columbus is that no one ever asks them. It’s not surprising, then, that his first tip for someone looking to help recruit new members is to just ask.

“Surprisingly, many men are never approached (to join),” he said. “My approach to recruiting is to engage the council on a successful membership recruitment effort throughout the year, as well as promoting degree advancement of current membership. Our effort was approached on many fronts, including recruitment drives, socials and open house information events. Our success was due to a truly council-wide effort.”

Pinto offers these five additional tips:

1. Have a strong membership drive in the parish at least once a year. Speak at Mass, and have Knights staff a table displaying information literature. During these events, be sure to get prospects’ names and numbers.
2. Host an open house/info night with your current members, insurance agent, officers and prospects. The event should feature a presentation on the council, but be sure to make it a fun and relaxed get-together.
3. Look for potential members in other ministries or groups such as Christ Renews His Parish (CHRPR) or RCIA.
4. Use the approach from the “24 Hour Knight” brochure (#10099). Let people know that membership is not meant to be an over-burdensome commitment.
5. Remember that family engagement is paramount. Introduce the Knights as an organization that is family-inclusive and offers service and socializing for the whole family. Share details about events that include the family, such as fish frys, a parish picnic, a 5K race, or food and clothing drives.

Recruiting Tip of the Month
Skip the Form 100!
Sign up prospects immediately at kofc.org/joinus.

Faith in Action: A New Model for a New Age

Surge with Service was introduced as a program model nearly 50 years ago. Now a new program model called Faith in Action will take effect with the 2018-2019 fraternal year.

The model is a simplified program structure that will help align and organize council programs, making it a more relevant model for every council.

The updated program model will:

- Be the umbrella for all Supreme Council recommended programs.
- Consist of four categories: Faith, Family, Community and Life.
- Better integrate Domestic Church programs, making them foundational to council life.
- Reduce the number of programs required to earn the Columbian Award to 16 (four programs in four categories).
- Introduce nine new programs.

More detailed information will be available in the next issue of Knightline.

Grand Knight’s Checklist

Status Updates

- Verify that you’ve completed and submitted the Survey of Fraternal Activity (#1728).
- Confirm that your council remains compliant with the Office of Youth Protection’s requirements for all activities.

Things to Consider

- Set up a recurring meeting with your pastor to ensure your council is supporting the mission of the parish.
- Determine if your council qualifies for the Star Council Award. If not, develop a plan to achieve your goals:
  - Schedule one or more First Degrees before the end of the fraternal year.
  - Invite your council’s field agent to upcoming meetings to give members the opportunity to learn about insurance benefits.
  - Identify who you will nominate as council officers and chairmen for next year.
  - Visit kofc.org/webinar to register for and view upcoming webinars that are available on demand.

Upcoming Deadlines

- June 30 – Columbian Award Application (#Sp-7), Round Table Report (#2630), Civic Award Application (#2321) and Report of Officers Chosen (#185) due.

MEMBERSHIP IN THE KNIGHTS OF COLUMBUS is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See. This means that an applicant or member accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the precepts of the Catholic Church, and is in good standing in the Catholic Church.
State Deputies Share Their Thoughts on Online Membership

Knights of Columbus staff spoke with Steve Cohen of Maryland, Steve Kehoe of Virginia and Doug Oldmixon of Texas, three state deputies whose jurisdictions have served as early testing grounds for the Online Membership initiative. Check out what they have to say about Online Membership and why they think it’s a huge benefit Orderwide.

WHAT WAS THE THINKING BEHIND ONLINE MEMBERSHIP?

Cohen: Online Membership is an easy and efficient way to bring younger men into the Order. Guys want to use their phones instead of filling out a form and going through a long process right away.

Kehoe: We rely so much on technology to accomplish everyday tasks. The Knights needed to embrace technology and provide a platform to meet men where they are, and invite them to join the Knights of Columbus.

Oldmixon: How much time are men spending online? Safe to say, more than ever. Amazing moments of encounter are possible in this space. Why would we not meet them where they are?

WHAT HAS THE RESPONSE BEEN IN YOUR STATE?

Cohen: Overall the response has been great. More and more councils are using this as a way to recruit. They’re placing bulletin ads at parishes. We’re using it in round table situations. We’re using it in council reactivations and have changed the age demographic considerably. Every day, more and more of our members in Maryland are buying into this program.

Kehoe: At first, in Virginia, the program was met with skepticism and confusion, probably like what you’re experiencing in your state. But as we got going, as we learned more and saw the quality of men coming into the Order through this initiative, many minds were changed. Members here are convinced that this is the right step for us.

Oldmixon: Here in Texas we had 50 men join online in the first six weeks, and that was before we even really began a concerted effort to promote the program. This is tremendously encouraging.

ARE ONLINE MEMBERS GETTING INVOLVED?

Kehoe: Yes. On average, men who joined the Order through the Online Membership initiative are joining local councils within a few weeks of signing up online.

Oldmixon: Since most of the men who join online express interest in being a part of a local parish council right away, once we get them transferred, we already have a self-motivated individual whose drive can serve to energize the local council. What more could a council ask for?

WHAT ROLE DOES INSURANCE PLAY?

Oldmixon: While it’s not a requirement to purchase insurance and it’s not the driving force for this initiative, it is accessible to all members to protect their families.

Cohen: A high percentage of men who have joined online in Maryland are men who have joined as a first step to joining local councils. Of course our insurance benefits are available to them, but it’s not the primary reason for these men joining.

A Pool of Committed Prospects

Councils will now have access to a pool of dues-paying, committed members who have joined online and are interested in joining a local council. Sixty percent of the men who have joined online are interested in joining a local council right away. No doubt more of the men who join online will feel the same after they learn more about the Order and the great work our councils do.
DOES ONLINE MEMBERSHIP SUPPORT LOCAL COUNCILS?

Cohen: Councils in Maryland have responded really positively to this initiative precisely because they have been able to convert men who have joined online into their councils. I’ve heard consistently that these men are really good, and they are already active members.

Kehoe: Online Membership gives councils access to a pipeline of new members that they can recruit.

HOW WILL THIS HELP MY COUNCIL RECRUIT?

Oldmixon: Every recruiter now has an irrefutable answer for the man who says “I simply don’t have the time to become a Knight.” Ask if he has five minutes. That’s all it takes. Then you can reach out with a simple reminder of each opportunity for personal involvement. Come give blood. Come serve food. Join us for morning prayer, even if it’s just before golf. Since he is already a member, something will eventually catch his eye and move his heart.

WHAT IS THE MOST IMPORTANT THING TO KNOW ABOUT ONLINE MEMBERSHIP?

Cohen: First, you need to know that it’s available. This needs to be communicated by council and district leaders at every opportunity. You also need to understand that it’s easy and effective. A common misconception is that it eliminates degrees, or that these men aren’t vetted. That’s not true. The council still interviews the gentleman before he takes his Admission Degree. Bottom line: We are not changing the way we do business; we are making it easier and more attractive.

Kehoe: This program is designed to attract eligible Catholic men to the Order, and as officers of a council, you need to realize that this program is designed to allow these men a new avenue for joining the Knights of Columbus. Use it! The best advice I would give every council officer is to be welcoming and to engage these new members so they will complete the admissions process and join your council.

Oldmixon: It’s really simple. Instead of carrying a Form 100 around, you can direct men to knights.net for inspiration and immediate action. You can sign them up right on your phone. After joining, it becomes much easier to get a man to an initiation ceremony to later transfer into the local council.

HOW CAN WE MAKE SURE THIS PROGRAM IS SUCCESSFUL?

Kehoe: Initially, we sent out an announcement for all councils to put in their parish bulletins. Since then, we’ve had articles in diocesan newspapers. We’re leveraging men’s conferences. Each month, we are looking and thinking of new ways to utilize and attract new members with this program. You will want to do the same.

Oldmixon: Ensure that it simply becomes one more way to get men involved. Meet them where they are currently comfortable, and invite them for further development. For them, this can be a great first step.

“A Smooth Transfer Process

Online Membership helps councils recruit quickly and efficiently because a man can join the Order online even if he intends to join a local council the next week, the next month or the next year. (Once he’s been accepted by your council and taken the First Degree, you will still get the credit and the funds, so there’s no downside.) Asking a man to take out his phone and join the Order on the spot is easier than having him complete a prospect card or a Form 100 and then trying to get in touch with him at a future date. Once he’s an online member, you’ll find it much easier to shepherd him through the admissions process and towards lifelong council-based membership in the Knights of Columbus!

Learn more. Visit kofc.org/onlinemembership.

“This program is only going to strengthen and grow the Order. Knights are a vital part of our parishes and communities, and these additional members will help us to continue Father McGivney’s dream.”

— Steve Kehoe
Win All-Expense Paid Trip to Dublin

Don’t lose the chance to win an all-expense paid trip for you and your wife to the World Meeting of Families in Dublin this August. Recruit a new member before July 1 and you will automatically be entered into the drawing.

Pope Francis confirmed during his general audience in St. Peter’s Square at the Vatican on March 21 that he will visit Ireland Aug. 25-26 for the final days of the World Meeting of Families. The gathering of families will take place from Aug. 21-26.

Want to Know if Your Projects Are Good? Test Them Against These Five Questions

As councils look to elections and appointments, previous program directors should join new council officers and together evaluate last year’s endeavors based on these five questions. This will allow for an honest assessment regarding the council’s programs. It will also ensure that any lessons learned are passed along, helping create or improve upon outstanding programs in this new fraternal year.

1. How well did your council follow the membership recruitment and service programming plans designed at the start of the year?
2. Were the plans overly ambitious, or did they fail to tap into the council’s full potential?
3. Were goals achieved?
4. How could family and parish involvement have been expanded?
5. Were materials available from the Supreme Council fully utilized?

Your Story May Be the Key to Orderwide Success

Help us discover the authentic and remarkable experiences that encapsulate your experience of being a Knight of Columbus.

Has your council conducted a unique program of which you’re especially proud? Have you done a successful recruitment drive, or created your own recipe for growth? Are you implementing a new program that’s fired up your council? Let us know! Send a brief description and related materials, such as pictures or a news story, to membershipgrowth@kofc.org.

New Marian Feast

In February, Pope Francis decreed that Latin-rite Catholics around the world will mark a new feast dedicated to the Blessed Mother. The new feast will be celebrated on the Monday after Pentecost each year, and it will honor her under the title “the Blessed Virgin Mary, Mother of the Church.”

To prepare for the feast, check out this website: www.usccb.org/about/divine-worship/liturgical-calendar/mother-of-the-church.cfm. Please note that this page links to several different resources, including a printable PDF with the new mandatory readings designated for the new feast.

Tell Us About Your Pro-life Events

Are you planning/did you go to the Ottawa March? Or did you attend the Walk for Life rallies in the Philippines back in February and March? We’d love to hear about what you did in support of these vital pro-life events. Email knightline@kofc.org.

Help Share the Stories of “Everyday Heroes”

“Everyday Heroes,” a new nine-part online video series featured at www.kofceverydayheroes.org and the Knights of Columbus YouTube channel, highlights remarkable men whose courage, faith and commitment to charity embody the mission of the Knights of Columbus. A new video will be available each Tuesday through May 29. Watch the series and join us in this journey of hope and inspiration, and discover how the betterment of our world ultimately begins with the individual human heart. Help us share these stories with friends, family and prospective members: Visit kofceverydayheroes.org, where you will find links to share the series on Facebook and Twitter.
Five Things You Need to Know Before Talking to Your Insurance Agent

Our agents can advise you on what insurance policies are best for you and your family — that’s why they’re so helpful. Still, you might be hesitant to sit down with your agent for various reasons. Here are a few things to keep in mind the next time you sit down with a K of C agent to alleviate all your fears.

1. **What should a family expect when sitting down with a K of C agent?**
   A family should expect to visit with a professional and intelligent representative of the Knights of Columbus who is going to bring a great deal of value to their family.

2. **What would they discuss?**
   The agents will start by discussing the history and current events of the Knights of Columbus, then transition into discussing what is going on in the member’s life, and then finally educate the member on how we may be able to better their situation financially.

3. **Why is this meeting important?**
   A member’s life can change in an instant, and everyone should always be prepared for the unthinkable to happen so their family is okay.

4. **Why should families meet regularly with their agent?**
   Life is always changing. New jobs, new houses, etc. All these things change the financial needs of a family.

5. **Why should families choose K of C Insurance?**
   Personal service is a lost art in our world today. But our agents are not just business men, they are brother Knights and your well-being is their business 24/7. This type of service is so important when you need help the most.

*Special thanks to General Agent Kevin Pierce of Edmond (Okla.) Council 6477, who shared these five tips with us. Contact him at kevin.pierce@kofc.org. For more tips about K of C Insurance, visit kofc.org/insurance.*

---

**Finish the Quarter Strong Using These Action Steps!**

**MAY**

- **Honor Those Who Serve**
  Recognize those in the armed services. Provide support to veterans and invite Catholic servicemen to join your council.

- **Submit Forms and Host Degree**
  Submit your forms and host a First Degree exemplification before July.

**JUNE**

- **Dads & Grads**
  In many countries, June is the month of graduations and Father’s Day. Find unique ways of reaching out to both fathers and their sons, especially those going to college or entering the workforce.

- **Prepare & Share**
  Make a list of your council’s accomplishments and share with local media.

- **Dynamically Recruit**
  Recruit at least one new member before the end of May.

- **Council Activities**
  Invite parish families — including those of veterans — to learn about the Order through a Fraternal Benefits Night featuring your council’s field agent.

- **Engage Your Pastor**
  Work with your pastor to recruit through pulpit announcements and “Knights’ Corner” articles in your bulletin.

- **Council Activities**
  Work with your pastor to honor your parish’s recent graduates with a special Mass.
Discover the Catholic Difference

Rely on the Knights of Columbus to protect your family’s future.

✓ A name you know.

✓ A company you trust.

✓ An organization you can believe in.

Find an agent at kofc.org or call 1-800-345-5632

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