



KNIGHTS OF COLUMBUS  
MAKING A DIFFERENCE FOR LIFE

**George J. Majoue, FIC, PGK**  
**Field Agent #16634**

***Membership Recruitment: On Line Membership Now in California***

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Dear Brothers and Families,

The Supreme Council has conducted numerous listening sessions and surveys with both members and non-members over the last few years. Among the many findings was a strong indication that the Supreme Council should develop a new, online way to recruit potential members and form those men for committed, lifelong membership in the Knights of Columbus.

This new fraternal program seeks to help the Order 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, we will then work 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 first degree.
- 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.

To learn more about this new initiative, go to [www.kofc.org](http://www.kofc.org) and left click on the New Member tab.

Fraternally Yours,

George J. Majoue  
Field Agent #16634

CA LIC. #0I66577