

Online Membership



Stepping into the Future with Marketo

Marketo, Online Membership's automated marketing software, allows us to bridge the online-offline gap in prospect nurturing

Marketo already helps us nurture close to 80,000 prospects each week with a drip-email program

Leveraging this marketing and database technology for State and Local Councils helps us bring this power out into the field



Creating Lead Generation Programs for Councils

State and Local Councils can fill out a digital Marketo form to request a Lead Generation Program for their specified use at events, conferences, and in-person prospecting opportunities.

<http://info.kofc.org/pagerequest.html>

The form automatically sends the Online Membership Team an email with all the information they need to create the program.

In 2-4 days, the council receives a custom URL, available on any device, and the Lead Generation Program is ready to use.



<http://info.kofc.org/pagerequest.html>



Use the form below to request a customized landing page for your council.

First Name:

*

Last Name:

*

Email Address:

*

Council Number:

*

State:

*

Please provide the date the page is needed, how you would like us to refer to your council, and the name and email address of the contact person (if it's not you).

*

Submit



Creating Lead Generation Programs for Councils

The custom URL leads to a Marketo form simply asking for a prospect's name and email address



We'd like to keep in touch! Please enter your name and email below.

First Name:

Last Name:

Email Address:

Submit



Once form is filled out, prospect immediately received a customized email from council with link to join the Knights of Columbus online:



Dear Sir,

Thank you for your interest in the Knights of Columbus! We're glad to have met you today, and hope that you'll join us in Council ## in YOUR TOWN.

You can take your first step to becoming part of the world's largest Catholic brotherhood by [joining the Knights online](#).

When you join online, please be sure to enter our council number, ##, so that we can reach you with information about your local brotherhood of Knights.

If you have any questions about Council ## and what we do, feel free to contact us/PERSON at [email or phone number](#).

[JOIN THE KNIGHTS TODAY](#)

Yours truly,

Council Officer
Council ##



The prospect is also enrolled in a nurture drip-email campaign, which we are developing with Ketchum

Finally, the council receives a copy of all contacts enrolled via their custom Marketo form



Dear Sir,

Thank you for your interest in the Knights of Columbus! We're glad to have met you today, and hope that you'll join us in Council ## in YOUR TOWN.

You can take your first step to becoming part of the world's largest Catholic brotherhood by [joining the Knights online](#).

When you join online, please be sure to enter our council number, ##, so that we can reach you with information about your local brotherhood of Knights.

If you have any questions about Council ## and what we do, feel free to contact us/PERSON at [email or phone number](#).

[JOIN THE KNIGHTS TODAY](#)

Yours truly,

Council Officer
Council ##



Why is this Lead Generation Program a Win?

- Ensures a consistent message to all prospective members
- Allows local and State Councils can engage prospects personally, and automatically
- Fosters goodwill-- it is an invitation, rather than a demand
- Allows us to meet men where they are: on their devices, even in person



Seminarian Program

- Only open to new online members who are in Seminary
- Use the code SEM18
- We are working on waiving dues for current Seminarian Members

