

How to Invite Online/Affiliate Members to Events

1. Request roster of 98xxx/97xxx members through RGD or TGD
2. Upload email addresses of 98xxx/97xxx members to email distribution platform
3. Email 98xxx/97xxx members with invitation to event (refer to PDF in resources)

Tips for Email Invitation:

- Be warm and inviting
- Be specific about date, time, meeting location
- Set clear expectations for event (charitable opportunity, meet other Knights, opportunity to pray)
- Ask them to bring their membership card

Sample Email

Dear Brother Knight,

This Saturday, July 24 at 8:00am Knights of Columbus Connecticut State Council will be holding a March for Life in Hartford, CT. This will be a great opportunity to meet Brother Knights and learn about the Order on a more personal level. The March for Life is also a chance to help the community, which is a reason many men join Knights of the Columbus. I, as well as other state officers, would love to have you join us this weekend and help fight for what is right.

If you'd like to participate, please bring your membership card and arrive at the Civic Center at 8:00am, Saturday, July 24. Look for the Knights of Columbus registration table which should be located by the door.

We hope to see you there.

Fraternally,

Tyler Lomnitzer

Director, Programs and Member Engagement



Tips for Member Engagement at the Event

- Have a check in table
- Give him some swag
- Get the member involved early
- Introduce him to the officers and his brother Knights
- Convey to the member that his assistance is vital for the health of the council and the community
- Follow up with the member to gauge his interest

Best Practices for Communicating with Members

Please refer to the *Disclaimer of Endorsement and Protection of Membership Information* posted on the “Virtual Operations” tab at kofc.org/fraternaloperations

1). Utilize a communication tool such as Flocknote, Constant Contact, etc.

- Although emails could be sent from a private account, using an email tool will allow your State Council to send more professional looking emails. Refer to the Tools for Communication document on kofc.org/fraternaloperations
- In building email templates, utilize the KofC emblem and color scheme. You can find more information on that here: <https://www.kofc.org/un/en/brand-assets/index.html>
- Email tools have valuable data such as open rates and click rates. Use this data to learn about your audience and identify the best times to send communications.
- Make sure at least two members of the state team have access to this account (more is okay, too).
- Only store what information is essential – name and email address. It’s important that you always protect your members’ information.

2). Always BCC people when sending large emails.



- When sending large emails, such as to all Online or Affiliate members, include these individuals on the BCC line. This respects everyone's privacy and prevents long "reply all" threads.
- When using an email tool, you can build contact lists, based on diocese/region, which can make sending these larger emails easier – you just select all the groups you want to receive the email.

3). Clearly state who has been CC'd/BCC'd on an email.

- While using the BCC feature helps protect the privacy of members, it's important to make sure individuals know who received the communication
- An easy way to do this is to format your email as a memorandum and note at the top of the email who the email is addressed to and who has been copied (CC'd/BCC'd).

4). Have a reply contact that makes sense for the email subject.

- Give your audience a reply email address that makes sense for the topic of the email.
- Avoid using "nonreply" addresses or spoofs of kofc.org email addresses.
- Sometimes the reply email may be different than the sender. For example, if the State Deputy sends a communication to promote a state program or the State Convention, the replies might need to go to the event coordinator.

5). Always cc the Supreme Council (emembership@kofc.org) on your emails.

- This allows us to know about your upcoming events and identify opportunities for partnerships and joint promotion.
- Please do not include other department kofc.org email addresses on any communications. Also, please do not include individual employees, unless they specifically ask (i.e. regional growth director).

6). Attach PDFs rather than Word Documents, unless providing a document template that should be edited.



- PDFs are easier to open on all devices and ensure accessibility across different software's.
- Microsoft documents can be difficult to open or download if a member does not have Microsoft software on their device
- Communication tools allow you to upload documents and attach them to emails using weblinks. This also assures accessibility for your recipients.

7). Use a schedule to plan your email communications.

- While email makes it easy to send communications, it should still be planned and coordinated. Most communications should be able to be planned 2-4 weeks in advance.
- The Supreme Council regularly communicates with online and affiliate members on Mondays (Knightline) and on Wednesdays (onboarding). It is recommended that state councils avoid sending emails on these days.
- Remember try to limit the number of emails you send as much as possible. Regular email communications (once or twice a month) often go over better than one off communications.

8). Remember any email you send can be made public.

- Anything you send could be inadvertently forwarded and made public, so don't say anything you wouldn't want published in a newspaper or posted online.
- This is also a good reminder to make sure your emails are professional. Double check your email for formatting and spelling before sending. An unprofessional email is not

9). Lastly, be sure to send more than one reminder to members, however, do not overdo your email sends. Members must be reminded, but not bombarded.

Any questions, be sure to contact emembership@kofc.org

