

Landing Page – How To

What is it?

Your Landing Page was created by Supreme to send electronic messages to prospective Knights, whose names a council has entered into their Landing Page.

Request set up

All councils in Alberta have a Landing Page, which was created in spring of 2019 at State's request. The Landing Page needs to be updated to reflect changes to council executive that happen from year to year. The main information Supreme needs for updating the Landing Page is: who is GK, or who is the program administrator(s). To update your info, or obtain your landing page address, send an e-mail to Supreme at pagerequest@kofc.org. Supreme will reply with the appropriate URL for your council so you can use your landing page.

Entering prospects

When a council holds a church drive, the parishioners will be asked to complete a prospect card to receive more information about the Knights. The 3 pieces of information requested on the prospect card are:

- Name,
- E-mail address,
- Phone number.

The council enters the prospect card information into the Landing Page. This is done by the GK or administrator.

Electronic messages prospects receive from Supreme

Within a few minutes of the information on a prospect card being entered into the Landing Page, the prospect will receive an e-mail from Supreme, welcoming him. From time to time he will receive additional electronic messages about various Knight's programs. Included with the message will be information that leads the prospect to the "Join Us" web site to become an online member.

Council contacting prospects in Landing Page

Once the prospect's information has been entered on the Landing Page, councils are encouraged to contact the prospects in person. Invite him to a program your council is running such as:

- a party the council is holding,
- or to help with a program that needs helping hands,
- or a Faith program such as the council saying the rosary together.

Exits from Landing Page

1. Become an Online Knight.

The electronic messages received by the prospect have links that lead to the "Join Us" site. Once the prospect becomes an "Online Knight", his name will drop from the Landing Page.

Councils are able to coach a prospect in completing the online membership form. This will allow the entry of optional information such as council number or a proposer's membership number. This would work well for a prospect who wants to join now, but the next 1st degree he can attend is a long time away.

2. Take 1st degree.

Of course, if the prospect takes his 1st degree instead of joining online, his name will drop from the Landing Page when the form 100 is posted by Supreme.

3. Prospect elects to stop receiving electronic messages.

At the bottom of the electronic communication is the option to not receive any future communication. If the prospect chooses this, the prospect's name is dropped from the list and no further information is sent.