

Knights of Columbus Debuts New Website



We are pleased to share with you that our newly updated Knights of Columbus website has launched today. The new online home of the Knights has a fresh look, with a simplified menu that makes navigating www.kofc.org and our organization much easier.

As we all know, a website can serve a variety of purposes. It is the first impression for those who want to know more about an organization. It is a key channel for communicating news and other important information. It is also a gateway to other areas a web traveler needs to go.

The redesigned website is aimed at boosting several key areas of focus for the Knights: Growing our membership, boosting insurance sales, improving the digital experience for our members and customers, and projecting and articulating a clear, unified brand.

This initial phase will also play a major role in our upcoming marketing initiatives to better promote the Knights of Columbus.

Members will still be able to access information they need by using their existing logins.

Here are some of the key changes:

- The homepage is now geared more towards explaining and marketing our organization to prospective members, customers and donors through bold visuals and clear language that define who we are.

- A newly developed News Hub will allow us to promote our print and digital stories and videos to media, members and the general public.

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- Redesigned landing pages for many of our key areas, such as Fraternal Mission, Insurance, Charity and Faith.

You may notice that some of the web pages look the same as the old site. That will be corrected in Phase 2 of the website project, which has already begun and will ensure a seamless experience throughout the site. Phase 2 is expected to be completed by the end of the year.

We believe the website is befitting of an organization as vibrant and critical to the world as the Knights of Columbus, and we hope you like it. We also value your feedback. Please let us know what you like and what can be done better by contacting us at knights@kofc.org.

Visit the NEW website today

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