

The 3 R's To a Successful CKI Club: Recruit, Retain, Reshape

CKI
Circle K International

Official Publication of the CDCKI Club Building & Revitalization Committee

Recruit

EFFECTIVELY
RECRUITING
NEW
MEMBERSHIP
THROUGH AN
EFFECTIVE
RECRUITMENT
TABLE &
OTHER
ACTIVITIES



What to Display

What you display at your table determines if people are going to stop by and if the organization is worth their time. Here are a couple elements to ensure everyone will stop by and take a look at CKI:

- Make your table as **colorful** as possible! This makes it stand out!
- Display your banner, especially if it is the blue felt kind. This attracts Key Clubbers
- Contact 1-800-Kiwanis for some pre-made standard fliers, but do not depend on these! Create some **creative** and **comical** fliers that will make individuals want to read them again and again
- Have your computer ready to go for people to **sign-up** for CKI. This will make it easier for you to put them into your reflectors and avoid having to make out hard-to-read handwriting.
- Your display board should have as little writing as possible and be filled of mostly pictures. People don't stop by to read, only to see.
- Display a slide-show at your table of pictures to supplement your board.

What to Say

It is just as important to display the right things as it is to say the right things. Here are a couple of things to keep in mind:

- Have a **boy and girl** from different backgrounds running your table! This will show diversity and make all kinds of people feel welcomed.
- There should be **2 people max** so your table isn't over-crowded.
- Gauge your audience. For example, when talking to girls, talk about working with animals. With guys, talk about building fences or cemetery clean-ups.
- Be sure to address what makes CKI stand apart from other volunteer organizations: socials, conventions, leadership opportunities, etc.
- Ask if the individual was in Key Club and if not has heard of Key Club to help them feel that this is a familiar club
- Tell them **when your meetings are** and even if they can't make it, that they'll still be kept up to date and they should join anyway!

- Strike up a real conversations with individuals. Ask them what their career choice is and let them know there is a whole network of professionals at your local Kiwanis Club!

Other Suggestions

- Design a **recruitment week** to give recruits an opportunity to learn what CKI is about. Have as many service projects and socials as possible! (see bottom of page 2).
- If you have old t-shirts, bring these to give away! Free publicity! If you can't bring other **free things** like cupcakes!
- Have your officers walk around in their club t-shirts with a sign on their back "ask me about free cupcakes!" to attract people to your table.
- Gauge their interest level. If they don't seem interested, keep it short. If they are, keep talking!
- If your first meeting is a social (bring your own banana, pizza party, etc.) have unique promotional materials like **spoons** with an invitation to your first meeting written on it!

The Makings of a Great Display Board

- Make sure the CKI name and/or logo is prominent- please try to use CKI or Circle K International, not Circle K
- List the 3 tenants (service, leadership, fellowship) and that we are the largest collegiate community service organization in the world
- List our service partners
- List examples of projects your club has done with pictures as well as upcoming projects that you will be doing during the year
- Make sure everything is in an easy to read font and that your board isn't too cluttered
- Why they should join (use the traditional membership benefits and quotes from your members)
- Highlight a particular aspect or benefit of your club that makes you stand out from the other clubs and organizations on campus
- Club slogan (if you have one)



Retain

ONCE YOU HAVE YOUR RECRUITS, IT'S IMPORTANT TO MAKE SURE THEY STAY RIGHT AWAY!

Your First Meeting

The first meeting is the first impression members have to what CKI is about.

Structure your first meeting around making members want to become a part of the club like this:

- Have an **agenda** prepared for members to take away as well as a calendar of events for the month
- Begin with an introduction of the club leadership so members know who to go to with questions
- Present a **mini-CKI 101**. This should be 3 slides max: basic facts, kiwanis family and service partners. Too long and members stop paying attention.
- Do a Get-to-know-you activity (also known as Icebreaker, but this word is not as appealing). Make it an activity that gets people up and moving, not just say your name and major.
- Next, discuss how to join and why to join! Explain not only how much dues cost but **why pay dues** (Insurance, T-shirt, club/district/international events, 10% discount on textbooks).

• Once you have covered the basics, do not end there! Go into upcoming events, service projects, kiwanis meeting, etc.

• At the end of the meeting, have a pizza party or an ice cream social! Play music and mingle!

Your First Impression

The club associates all members with how the officers behave. It is important to the retention process that all officers make members feel welcome by:

- Attending service projects and talking to those members who came by themselves. Really talk to them and make them **feel welcome**, like they've made a new friend!
 - Be on your **best behavior!** Do not do anything that will give CKI a bad name.
 - Do not simply mingle with each other. It is important that all officers **split up** and talk to all members.
 - Do **not** discuss board business or inside jokes in front of other members. This

will make them feel left out and not want to come back.

• Make sure by the end of your service project/social that you have talked to and met everyone! Don't leave anyone out and ask them what they thought of the project and when you'll see them again!

Other Suggestions

- When you get back home, friend all of the members you just met on **Facebook** and write them a thank you note and let them know you hope to see them again!
 - Next time you see them, reflect on how great the last service project was and let them you you're glad they're in CKI!
- Find out how to run a recruitment table outside of your organization fair. A lot of schools allow tabling all semester long!
- During your first social, allow recruits to bring their friends along with your group! Be sure to take a pen and paper with you to get their contact information!
- Make sure you have **free food** at your first meeting: Pizza, Ice Cream, or even a Bring your own Banana Social!

Recruitment Week Activities

Friday:	Saturday:	Sunday:	Monday:	Tuesday:	Wednesday:	Thursday:	Friday:
First social: Movie & Coldstone	First service project: Cemetery Clean-Up & BBQ	River Trash pick up & social at the river	Cookout with intercity kids	Membership Recruitment Happy Hour (for 21+)/Dinner (for 21-)	Meeting & Tropical Smoothie Fundraiser	PB&J Making for the Homeless with other student organizations	Welcome to CKI Mario Party & Afterparty

Reshape

BY
RESHAPING
ACTIVITY &
FRIENDSHIPS,
YOU WILL
RESHAPE &
INCREASE
NUMBERS



Reshape Activity

A well rounded CKI club that members will want to join must have more than just service projects. There should be activities that members will want to take part in and invite their friends to be a part of. Here are some ideas of activities to keep membership strong:

- Create an **intramural sports team**. This will attract guys into CKI and give your club a consistent activity to do every week. To create team spirit, create a cheerleading squad!
- Many campuses offer **free movies** with a campus ID. Turn these into movie socials for your clubs and plan to go to dinner beforehand or dessert after.
- Survey your members and find out what their **favorite t.v. shows** are. Meet on campus once a week to watch the show together.
- Create a Sunshine Chair to be in charge of everyone's birthdays. Have a **birthday party** once a month or bring

cupcakes to meetings to celebrate birthdays.

- After each service project, facilitate **reflection time** for everyone to gather in a circle and discuss the need for the project and what the group of them accomplished. This will bring people back for more service next time.

Reshape Friendships

It is just as important to cultivate Friendships in a club as it is anything else. This is because **people join people**. If a club does not cultivate friendships, there is little motivation for anyone to come back again. Here are some great ways to cultivate friendship:

- **Families** are a great way to link members together based on their interests, future career goals and to get to know each other.
- "Get to know you activities" (also known as icebreakers) during your meetings are a great way to get everyone

up and moving and learn each other's names.

- Facilitate for members to sit with new people at each meeting. To encourage this, have your officers separate and bring different people talking to each other.

Reshape Numbers

Once these members are a part of your club, it is important to make them a part of your club. This ensure your numbers to continue to increase and stay active. Here are a couple roles members can take part in:

- **Service Partner Ambassadors:** People to represent our 4 service partners
- **Project Chairs:** to chair individual service projects
- **Event Chairs:** if your club has an annual Thanksgiving dinner or other event
- **Webmaster/PR Chairs:** creates fliers, manages the website, social media, etc.
- **Recruitment Team:** 3-4 people who are in charge of bringing other people into the club and holding recruitment tables.

Want more advice? Have questions? Contact the
Club Building & Revitalization Committee!

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