

PR/MDE Newsletter: August **Recruitment**



In future newsletters this year, I'll be delving into other important topics like retention and educating members about Circle K and the Kiwanis family, but today I'll be focusing on the most urgent topic for the back-to-school season: recruitment!

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Fall is a busy time for recruitment! It's when most freshmen arrive on campus, excited to start their college careers and get involved. They may not know about Circle K to be able to get involved with it, though, which is where recruitment comes in! Through strategies like fliers, tabling, and word of mouth, you can let people know about the great things Circle K has to offer to get students involved in one of the most rewarding parts of their time in college.

Don't forget, though, that recruitment goes hand in hand with other important aspects of Circle K, like service and fellowship. So use the strategies in this newsletter in conjunction with the successful things your club is already doing, like your cool service projects, events, and making everyone feel welcome.

As you go through this newsletter, if you have any questions about anything I talk about or how you can apply it at your school, please let me know! I'm here to help you make your year as successful as possible.

Megan Hurley
PRMDE Chair



Flawless Flyering

Flyers are great to use at the beginning of the year as well as to promote events later. Important things to put on a start-of-year flyer include:

- The club's name
- The Circle K logo (really big so Key Clubbers will recognize it)
- A short description of what Circle K is about
- The date and time of your open house and/or meetings (e.g. Tuesdays at 6:30)
- The event or meeting location
- The club's website or Facebook page or group

The flashier this is, the better, so have an artsy person in your club design it if possible. If not, that responsibility falls to your PR chair or other club officer. Here are some other tips:

- Add pictures from past events
- Bold important information
- Printing on colored paper is much cheaper than printing in color and still makes your flyer "pop" when there are many posted together.
- Post in your student union, residence halls, and other classroom buildings. A surprisingly effective strategy is taping flyers to the inside of bathroom stalls in heavily trafficked classroom buildings.
- Pass out smaller flyers in an area that receives a lot of foot traffic, like your campus quad.



Charming Chalking

- This is a fun activity for returning members to do that also promotes your club! Consider getting together on a cool evening (with no rain in the forecast) during one of the first few days students are back on campus.
- Chalk can be bought cheaply from the dollar store
- On a big chalk work, include your club name, logo, slogan, and meeting day and time. You don't need to include all of this information in smaller works. Just seeing the logo or a service quote will refer people to the bigger piece if it's nearby.

Excellent Elevator Speeches

An elevator speech is a short speech (so named because you could give it on an elevator ride). This is what you'll give when tabling or whenever you get the chance to talk about Circle K.

Some good components of an elevator speech are the international aspect, the Kiwanis/Key Club connection, the tenets of Circle K, why you joined, what service project you do (maybe name one of your favorites from the past and one you have coming up), and when you meet. Keep your audience in mind; for example, don't talk about just arts and crafts projects if you're talking to a guy. One strategy is to talk about the three tenets of Circle K, and how your club incorporates service, fellowship, and leadership, giving an example of each.

Terrific Tabling

Tabling is a great way to get people interested in your club! This can be done at a high-profile event like an activity fair or any old time in your student union or outside in an area that many people are likely to walk by. Some tips:

- Bring any CKI items you have that can attract attention, like your banner, bell, club t shirt, or tri-fold poster board. Follow the flying advice for the board, but include lots of pictures of things that look like fun!
- Have a laptop or paper and pencil for interested students to write down their email addresses so you can contact them. Have whoever is working the table sign up on the sheet at the beginning because a blank sheet might make people not want to sign up. You can also set the laptop to run a slideshow of pictures.
- Hand out flyers with information about your club and open house/first meeting.
- Get CKI brochures for free (at circlek.org) to pass out.
- Play music if it's allowed to attract attention to your booth.
- Give out free stuff it's in the budget. This could be leftover club shirts or even just some candy with the club's meeting dates stuck on with a label.
- Stand in front of the table to be more approachable. Have people at the table wear Circle K shirts.
- Have a service project at the table, like some construction paper and markers to make cards for a nursing home. Tell people who work on it who the recipients of the project are and tell people they just got their first service hours!



- Say hello to people but don't be too pushy. This helps you to attract a good mix of people. Being really outgoing and pushy will attract extroverted people, while staying at the table and letting people come to you will attract more introverted people.

Optimal Other Strategies:

- Advertise in the school newspaper or try to get a reporter to write about one of your events.
- Work with another service club on your campus to hold a big service event. This will help you do a lot of good as well as get both of your organizations' names out there.
- See if you can do anything through your school's student activity office. Oftentimes these offices or groups have their own email list, and they may feature you in a future email.
- Recruit through specific groups, especially ones that have required service hours
- Recruit through members. Have bring-a-friend days where people get a prize (like a candy bar) for bringing a friend to a meeting.
- Visit your area Key Clubs to do a Key to College program, answering their questions about college and reminding them that Circle K is a good option for their futures. This is great for long-term recruiting.
- *Don't forget that recruitment is important to do all year, not just at the start of the year!*