

MDE Newsletter: November

Recruitment



This school year is really flying by, isn't it? But there's still a lot of time left this semester and school year to recruit members, keep them interested and involved, and to make sure they know what our great organization is all about!

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How to Tell Members About Circle K

-Share a bit of information about Circle K or Kiwanis at each meeting or in your emails

-Have Circle K (or Kiwanis family) trivia either at meetings or in emails, offering a prize (like candy) to members who answer correctly.

-Some good things to mention or ask about are:

- Your club positions (board and chair positions)
- Circle K's organization structure (5 divisions with lieutenant governors, a governor and board for each district, trustees for each subregion, president and board for international)
- Some information about Kiwanis Family clubs (Kiwanis, Key Club, Builder's Club, K-Kids, Aktion Club)
- Important information about your club that you want members to know. This can be history, like when your club was founded, or things about your club today.

-Another option is to require prospective members to attend a new member information session before becoming official members.

-Do the Circle K pledge once in a while at meetings to remind members of what the organization is all about:

I pledge to uphold the Objects of Circle K International, to foster compassion and goodwill toward others through service and leadership, to develop my abilities and the abilities of all people, and to dedicate myself to the realization of mankind's potential!

How to Keep Members Around

If your club members are having fun and feel valued, they'll want to stay involved in your club. Some ideas:

- Have themed meetings, like an ugly sweater day or pajama day.
- Have socials with members outside of meetings, like going to campus sporting events or just out to dinner before a meeting.
- Try to have a short icebreaker or get-to-know-you activity at each meeting to keep people involved and talking. A great list of icebreaker ideas can be found at http://insight.typepad.co.uk/40_icebreakers_for_small_groups.pdf.
- Send surveys to make sure the meeting and service project days and times are working for people, and to see if your members have cool ideas.
- If a member hasn't been to any meetings or events recently, contact them to say that you miss them. You can write them a letter (people like getting mail!), call, text, or email them.
- Similarly, recognizing members for a job well done is a good thing to do. You can do this individually or have a "member of the month" at meetings".

Recruitment Can Happen All Year!

- Recruit through your members. Have bring-a-friend days where people get a prize (like candy) for bringing a friend to a meeting.
- Partner 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.
- Have an active social media presence. Tag members in pictures of them doing service or at socials so others at your school can see the awesome things your club does.
- 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.