

Member Recruitment and Retention Ideas

Recruitment

***Be Enthusiastic**

***Follow-up, Follow-up, Follow-up**

- Promote “Internationals”
- Signs
- PR Tables (Have a sign-up sheet, flyers/brochure, display board, candy)
- Pair up with other organizations
- Buddy program
- FOOD!
- Greet every new person
- Use “CKI”
- sidewalk chalk
- T-shirts, etc.
- “Bring a friend day”
- Send postcards to graduating key club members
- Newsletter for recruiting to hand out around campus
- Make everyone feel welcome
- Host a campus-wide service project
- Personal invitations to key people on campus
- Get your name out! – Newspaper ad and articles
- Dorm Announcements
- Have a Dorm Representative chair/officer in your club
- Mass email to campus
- Have a open house
- Class announcements
- Have fundraisers to pay for dues
- Have a payment plan for dues
- Give away free stuff
- Bathroom posters (*Don’t Just Sit There! – Get Involved!*)
- Incentives – discount dues or free stuff to pay early
- Glass display case for your trophies
- Door hangers for the dorms
- WORD OF MOUTH! TELL EVERYONE!

Retention

- Give members responsibility
- Recognition – Member of the month
- Make meetings interesting – food, service, guest speakers
- Member education
- Build relationships – CKI, Kiwanis, outside CKI
- Greet everyone!

- Utilize programs members are interested in, such as Kiwanis Career Contacts
- Fun, affordable socials
- Open communication
- Vary project times
- Superlatives
- Promote scholarships
- Sell the vision of CKI
- Have icebreakers
- Have club spirit!