

Membership Recruitment and Retention

mem · ber · ship

Noun

The number of humans in an organization.

- Service.
- Leadership.
- Fellowship.

Why more members?

- More service
- Stronger leaders
- More diversity
- Smaller clubs risk falling in inactive status.



What determines club size?

- Leadership skills
- Effectiveness of adult advisors
- Membership expectations
- Involvement beyond club level
- Kiwanis involvement



Marketing

- Send postcards to graduating Key Club members inviting them to join Circle K.
- Recruitment Table during Activities Fair (create a display board, fliers, sign up sheets, and candy.)
- Get your name out– newspaper ads and articles.
- Dorm Announcements
- Bathroom Posters (Don't Just Sit There– Get Involved)
- Signs
- Social Media
- Class announcements
- Have an open house



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Service & CKI

- Hold service projects with other organizations
- Bring a friend day
- Host a campus wide service project
- Make everyone feel welcomed
- Know everyone's name
- Greet every new member
- Food
- Hold a service project with Key Club members
- Be Enthusiastic



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Retention

- Delegate tasks between members (everyone should have a job)
- Recognition– member of the month
- Have fun meetings (hold service projects, guest speakers, etc.)
- Hold club socials
- Effectively communicate with club members
- Variety of projects
- Have icebreakers/energizers
- CKI DCON
- Be consistent
- Educate members about CKI



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