

RECRUITMENT GUIDE

Florida District of Circle K International



THIS GUIDE INCLUDES:

TABLING TIPS

HOW TO HANDLE FLYERS

**UTILIZING SCHOOL
RESOURCES**

REACHING OUT

FIRST MEETINGS

OTHER INFORMATION

How to Use:

Want to know how to recruit new members?

This Florida District guide will give you detailed tips to help you master the ins and outs of recruitment!

Check out what is included in this guide to the left, and go to sections you feel your club needs improvement in.

If you have any recruitment questions contact the district's membership development and education chair at: mde@floridacirclek.org

Visit our website: floridacirclek.org

Tabling Done *Right*

Tabling is an important aspect for every club when recruiting new members. If you are interested in growing your club you should always be on the lookout for **involvement fairs** or organizational fairs, and opportunities to table on campus and in the community. Involvement/organizational fairs usually take place at the beginning of the semester when people are looking to get involved.

Tabling Talking Points:

- **"CKI is one of the largest collegiate service based organizations"** (We have clubs in over 17 countries and have over 12,000 members)
- **"CKI is affiliated with Kiwanis International and Key Club International"** (Some people won't know what CKI is, Kiwanis and Key Club may be more well known)
- **"Our club does ____ service hours to the community"** (Talk about some of your projects, ask what they like to do)
- **"We build leaders that go on to serve the club but also can serve over larger areas. CKI is entirely student-led."** (Members have potential to develop serious leadership skills, which is a great way to promote yourself to employers and graduate schools)
- **"We can help you design your own service project"** (This is a good resume builder for professional development)
- **"You already have a group to hang out with of over ____ members"** (Freshmen are eager to make friends. Mention points like how there is no pledging process, membership is cheaper than other organizations, and we still have socials)

Tabling Done *Right*

Tabling Checklist:

- Make sure to reserve the table and/or area in advance if it's required.
- Have marketing materials ready to distribute.
- Have sign up sheets for your mailing list. Email everyone afterwards to say thanks for stopping by, and remind them of when the first meeting is.
- Create a tabling schedule so officers and members know when they're tabling.
- Have a "hook" line ready to attract new members. See page above.
- Dress to attract members: wear CKI shirts, gear.
- Make sure to have pictures, awards, banner, and CKI freebies at your table.
- Keep your favorite service project in mind and highlight it when you recruit.
- Bring candy- people love candy!
- Set up tables, not chairs! Don't sit behind your table.

All About *Flyers*

Always have a general flyer ready to print out and post anywhere. Flyers are a promotional tool that are simple to create, easy to put up, and not financially burdensome. You can also reach a lot of potential members by putting up flyers.

What to put on the flyers:

- Mention what CKI is but keep it short and simple
- Include pictures to draw attention
- If meetings are the same time each week then put the day/time/location on the flyer
- Include any social media accounts they can follow or where they can find out more information

Other ideas:

- Make flyers specific to location (example: in the bathroom- “Don’t just sit there”)
- Use post-it notes too, and they get a “prize” (i.e. cookie or candy) if they bring the post-it note to a meeting

Ideas of where to post them:

- On campus bulletin boards (all around campus in general)
- In dorms (under doors or in halls)
- In classrooms (can also talk to your classes- with professor’s permission)
- In bathroom stalls
- At apartment complexes
- Coffee shops, local restaurants or community spaces
- And always hand out while tabling

Utilizing Your *Resources*

Not all college campuses are alike, and it's important to note that they don't all have the same resources available to clubs. Below are some ideas for how to use your campuses resources to your benefit.

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- **Campus Newspapers or Newsletters-** Ask to be featured in these, or to have a section with your club information!
 - **Other Clubs on Campus-** Ask to speak to members of other large organizations on campus to see if they're interested in joining, or host an event or social together. Find people that need volunteer hours and speak with them (people such as honors students or members of academic clubs sometimes need a certain number of hours before graduation)
 - **Large Events-** Be present at large campus or community events, such as large volunteering events, and talk to students not in CKI to see if they're interested in joining.
 - **Bring in Guest Speakers-** Have a university faculty member or important community member host a speech or lecture that potential members may be interested during your meeting
 - **Student Activities Center-** Ask your student activities center to send out a mass email about CKI, or talk with them to see how you can reach a large number of students
 - **Faculty Advisors-** Some colleges require clubs to have a faculty advisor. Ask them to talk about the club in their classes or have flyers on their desks or around their departments.
 - **Chalking-** Some schools allow clubs to draw with chalk on certain places around campus, use this space to put meeting information.

Reaching Out: *Key Club*

If someone is in Key Club, is about to graduate high school and attend college, then you know they're thinking about CKI.

How to find them:

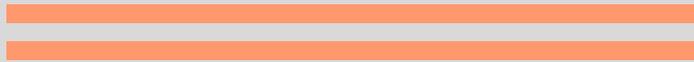
- **Kiwanis-Family Events:** Throughout the year make an effort to stay in touch with the Key Clubs in the area and host events or socials together. Talk with students who are close to graduation and let them know how awesome CKI is.
- **KCKC/SZR's:** Present and got to these events in the fall and spring to meet Key Clubbers
- **Ask around:** Ask Key Club LTG's or members on the CKI Florida District board for names/emails/phone numbers

How to approach:

Just talk to them, and **send little letters** or emails letting them know when meetings are, or just to let them know who they can contact for more information. Always be friendly and willing to help- but not pushy about them joining.

Reaching Out: *Social Media*

As popular as social media is these days it would be detrimental to not utilize these free platforms where you can reach virtually anyone.



Platforms:

- **Facebook-** Use facebook to create “events” for meetings, socials, or service projects. Existing members can say they’re attending the event and it will show up on their feed- or they can share the events, or tag their friends to join. Also have a facebook page for members to like or post on.
- **Instagram-** Post pictures to show off your club. Keep the profile public and it will show up on the explore section!
- **Others:** Twitter, Snapchat, etc.

Handling *First Meetings*

Potential members will go to the first meeting and use that experience to determine whether CKI is worth their time or not. It's one of the first few opportunities the club has to leave a good impression on these people.

Tips:

- **Recruiters/Greeters/Meeters:** Consider having a recruiter, which is a person or two that will stand outside the building and guide people in or convince people to come to the meeting, a greeter, which is the person at the door welcoming new members, and several “meeters”, which are the people inside of the room or area talking to the people walking in to make them feel welcome. Meeters should talk to new members about light topics such as their name/major/hometown/whether or not they were in Key Club. The point is to not have people sitting alone or bored before the meeting starts.
- **Meeting structure:** After everyone is settled and inside perhaps start with an icebreaker, then introduce officers, and share general club information. Do not shove extremely detail-heavy information down their throats or tell them they have to start doing things- focus on forming relationships and bonds, then naturally they will want to join.

Handling *First Meetings*

Tips (continued):

- **Discussing dues:** Don't just say if they want to join then it's "x" amount of dollars. Let them know what the benefits of paying are:
- Opportunities for office/leadership positions (club, district, and international level)
- Apply for CKI-related scholarships (through Kiwanis Children's Fund, CKI Alumni Association)
- Eligible for honors and rewards (club and district level)
- Access to membership materials (handbooks, ID card, and pin)
- Can attend district and international events (Leadership Training Conference in the fall, District Convention in the Spring, International Convention this summer in Chicago)
- Ability to network with other CKI members and Kiwanians (new mentorship program starting this fall- meet Kiwanians in your field/major)

Other *Tips*

Other random tips and information that may be helpful.

- **Know your school's personality and use it to your advantage:**
- **Mostly commuters:** If most of your student's life off-campus or far away don't hold meetings at an odd time- try to find a time everyone is on campus
- **No other club like you:** If you're the only community service organization on campus then advertise this!
- **Large greek-life:** Partner with greek organizations for events, ask if they need volunteer hours or points.
- **Weekend activities:** If your school is a football school be mindful of when games are, or if there's any other large events try to schedule volunteering around this.
- **Know where people want to volunteer:** Ask members where they want to volunteer! Always value their opinion and let them know it matters.