

MEMBERSHIP GROWTH GUIDE



Here are tips to consider as your CKI club in Subregion G creates a Membership Growth Strategic Plan!



TABLE, TABLE, TABLE!

Be familiar with your school's policy surrounding "tabling" (promoting your club on school grounds). Create a trifold board or banner to capture the eye of students walking by- include a large CKI seal to reel in those past Key Clubbers- and pitch your elevator speech! Be personable in the ways that make you most comfortable; most will not stop, but for those who do YOU could be the reason someone joins CKI! Even when you are "off-duty," promote CKI!

With first years and transfers searching for a home, the first month of the Fall- even Spring- semester is the BEST time to table and recruit members for universities of any size!

RECRUITMENT DUTIES

While recruitment is a shared responsibility, have someone on the Board whose job includes organizing the recruitment of members. They should secure your CKI club's attendance at any major club drives, service fairs, etc. that your university may hold. This person should also be charged with developing a schedule for where and when the club will be tabling- and make sure that club members sign up for shifts! Offer a limited number of service hours for their help, and be sure to double down on efforts in the beginning of the school year.



SOCIAL MEDIA

Does your CKI club have a Social Media Chair, or someone who performs those responsibilities? If not, think about it! Having a Facebook, Instagram, etc. is an effective way to advertise your club- big or small- in this increasingly digital age. Create public Events on Facebook, shout out new members so they know they are loved, and encourage existing members to share your club page(s). Be wary of overposting, and use "Canva" to easily create cute + free graphics!

Click here for the Metro Division of the Carolinas District's "SM3" plan, with three action steps to effectively recruit members through social media!

“Do you live to serve and love to serve? Do you want to make a difference in your community, and connect with other servant leaders? Then join the ___ Chapter of Circle K International (CKI)! We're the world's largest collegiate service organization, our club meets ____, and we'd love for you to join our K-Family.”