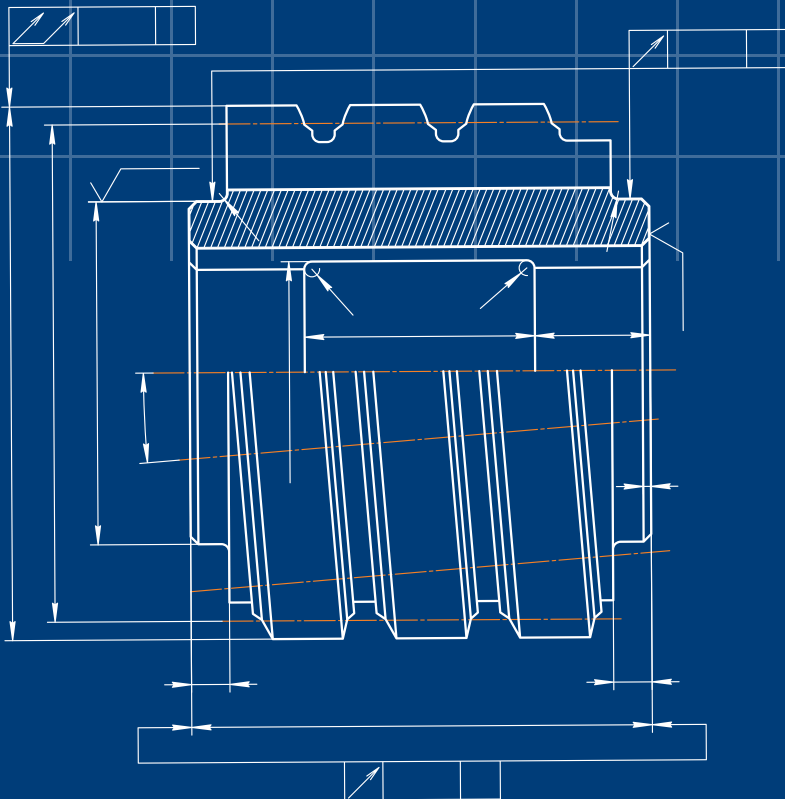
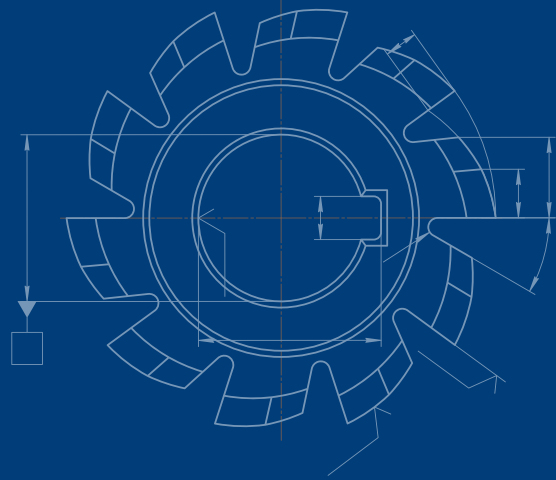


# MEMBERSHIP BLUEPRINT MANUAL

STEPS TO MEMBERSHIP RETENTION



# ASSESS YOUR CLUB'S NEEDS



**Discuss what membership issues your club is having. Is it...**

- Not having enough social events to promote?
- That less underclassmen are joining?
- That retention of members is bad?

Pinpoint the exact problems your club is having.

**Insight from peer organization.**

- Look at what is working for other organization and other Circle K clubs.
- Learn from their successes and failures.

**Assess your club's current resources.**

- Do you have enough funding to support membership benefits? ([See Sponsorship and Donations Guide](#))
- Do you have enough officers to organize interesting projects for members to stay engaged?

Determine what resources and support your club needs for recruitment.

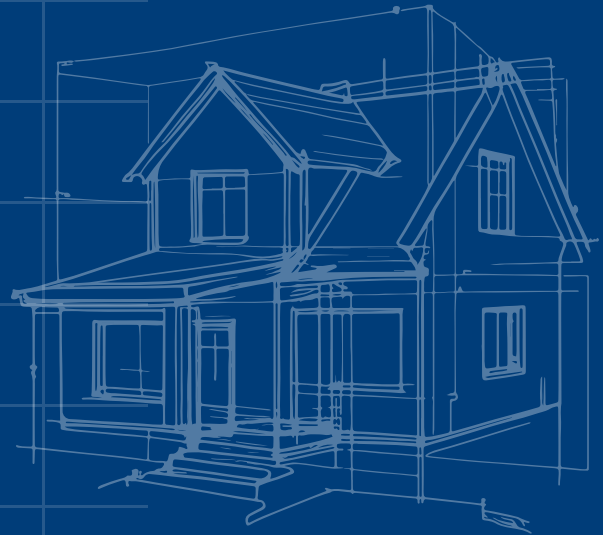
**Use technology to your advantage.**

- Analyze your club's past membership data.
- Identify membership trends.
- Identify membership demographics.
- Focus on demographics that join well with the club.

# BUILD A MEMBERSHIP EXPERIENCE

## Make new members feel welcomed.

- Encourage old members to talk to new members.
- Be open to creating new friendships.
- Help members envision their place as a part of your club.



## Promote engaging and impactful projects.

- Help members feel that they're making a real impact.
- Plan projects around issues that members are concerned about.
- Announce projects in advance so members have events to look forward to.

## Always highlight benefits of membership.

- Scholarships. ([See Scholarship page](#))
- Global networking.
- Giving back to the community.
- Global Leadership Certificate.
- Leadership Opportunities.



# ENGAGE & COMMUNICATE EFFECTIVELY



**Establish multiple forms of communication with members and update in a timely manner.**

- Email newsletters.
- Various social medias.
- Club website.
- See Socials Guide and Public Relations Guide for more detail.

**Use personalized communication methods.**

- Have officers personally reach out to members that are not active.
- Recognize actively participating members on social media or during meetings.

**Encourage active participation.**

- Develop avenues for members to participate in project planning and execution.
- Use interactive team-building events and ice breakers. (See Icebreakers Guide)
- Use incentives like raffles and awards to encourage active participation.

## FEEDBACK & SUGGESTIONS

**Encourage open communication.**

- Create a safe place for ideas.
- Train officers to be active listeners for new ideas and feedback.

**Use multiple forms of feedback.**

- Google Forms.
- Speaking to an officer.
- Social Media polls.

**Respond to feedback.**

- Share with membership action steps the club is taking to implement feedback changes or why certain ideas are not viable.
- Keep members in the loop to show value in their ideas.
- Acknowledge feedback to encourage further communication.

# CONTACT INFORMATION

**Florida District Governor**  
[governor@floridacirclek.org](mailto:governor@floridacirclek.org)

**Membership Development and  
Education Chair**  
[education@floridacirclek.org](mailto:education@floridacirclek.org)

