

Recruitment Ideas and ways to retain members

Some of these things are going to be obvious, but it will work wonders if you make sure to do them.

Recruiting Members

Dorm Storm – for the most part freshman don't know the city very well, don't know campus very well and need something to do. If you have any members in the dorms have them recruit, especially if they are RA's or CA's or whatever you call them.

Key Club is our most underutilized tool. If you have any former Key Clubber's in your club have them facebook their friends who were in facebook. Even if their friends don't go to the same school, see if they go to a school with Circle K. If all our clubs do this we can help recruit members for all the clubs in our District.

Offer a give away, such as a t-shirt when you pay your dues. This is something that they can physical that they can hold onto right away.

RSO Fairs – If your school has these it's a great way to talk to people.

Team up with other service organizations at your school, not only will this help you do more service, but you can also get people to join Circle K also.

Retaining Members

Cliques are bad, if you see someone new at a meeting go out of your way to talk to them. Make people feel accepted and comfortable. Just remembering someone's name can be the difference between whether or not they join.

Have a fun meeting once a month. People will be more likely to come to meetings if you just have fun, instead of just talking about business.

Also have goodies, such as cookies or other treats. Have members sign up to bake food, or make a small event out of it. Have one older member and a interested/new member bake together.

Have service hour goals, when your club reaches a certain number of hours have a party to celebrate. Also do the same thing for individual members. Offer a certificate or a prize when you reach a certain number of hours. Also you can have a club award for the person in your club that does the most service hours during the year.

Have socials a couple times a month

Progressive dinner – going to three different houses/apartments, one for appetizers, one for the main course and one for desert.

Go to Campus Events, movies, sporting events. They're usually free or inexpensive.