



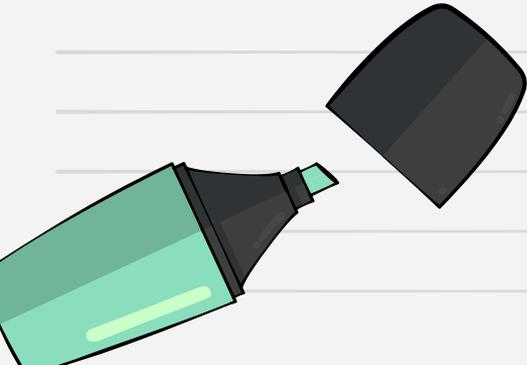
Recruitment & Retention Guidebook

Southwest District Circle K International

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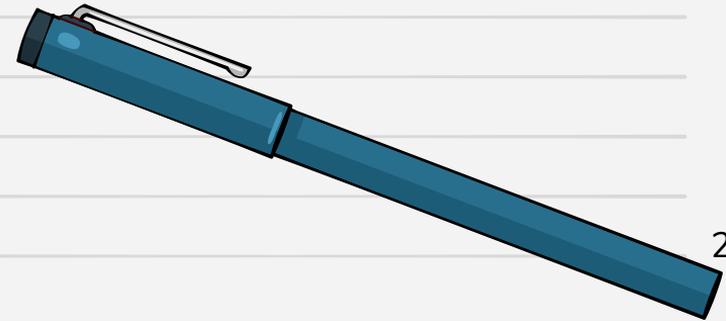
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$$a^2 + b^2 = c^2$$

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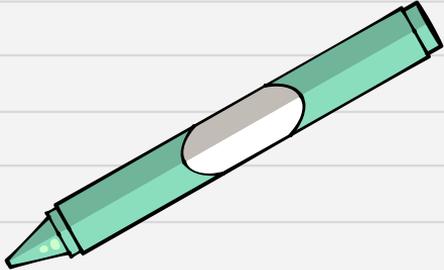


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Recruitment

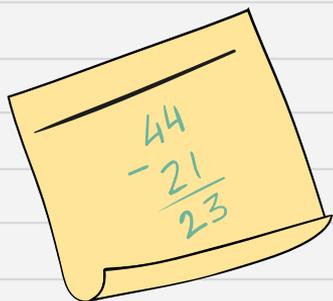
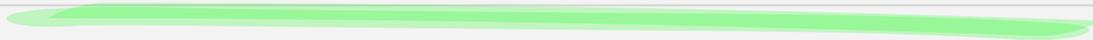


Recruitment is key to keeping your club growing for years to come. However, it is much easier said than done. This section goes over tips & tricks to maximize the effectiveness of your recruitment.





Recruitment Timeline



This section provides a brief guide of what types of recruitment you can engage in throughout the school year.



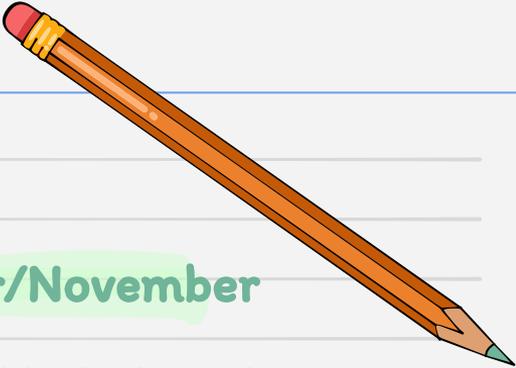
Fall Semester

June/July

- Prepare for the school year:
 - Gather recruitment resources (e.g. flyers)
 - Find out when new student orientation, club fairs, and other similar events are

August/September

- Recruit! This is when you can get the most members because students are looking for new clubs to join.
- Table at every opportunity you can find.
- Post flyers on bulletins around campus.
- Tell your current members to bring their friends to meetings.
- Promote CKI on campus by participating in events, telling professors, etc.



October/November

- Continue participating in recruitment events. The number of interested students may slow but there are still lots of potential members out there!
- Shift focus to retention of members but continue to post flyers virtually and on campus.
- Encourage your members to bring a friend.

December

- Take a break! Recruitment can be difficult. Take time to focus on your finals and enjoy your winter break.

Spring Semester

January

- Prepare for recruiting in the new semester.
- There will be less opportunities for recruitment than at the beginning of the fall semester but there will be many students who are searching for an organization to join.

February

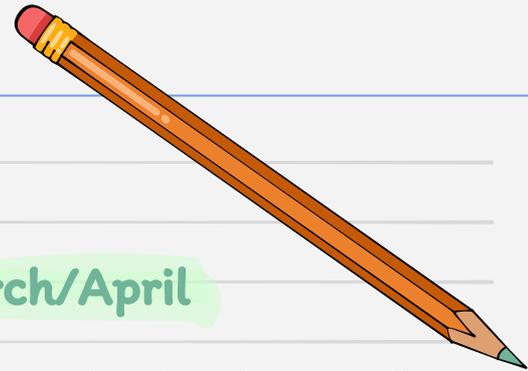
- Time to recruit!
- Though there will be less tabling opportunities, take advantage of the ones that are going on.
- Encourage last semesters members to return and bring friends.
- Post flyers online (e.g. partnering up with campus social media) and in person.

March/April

- Recruitment may slow down but regardless, telling your members to bring a friend will allow your club to grow.
- Keep your social media active and share what amazing work you guys have done.
- Focus on retaining your members and encouraging them to return next year.

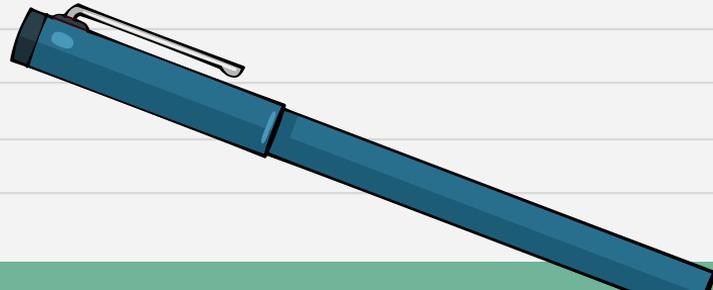
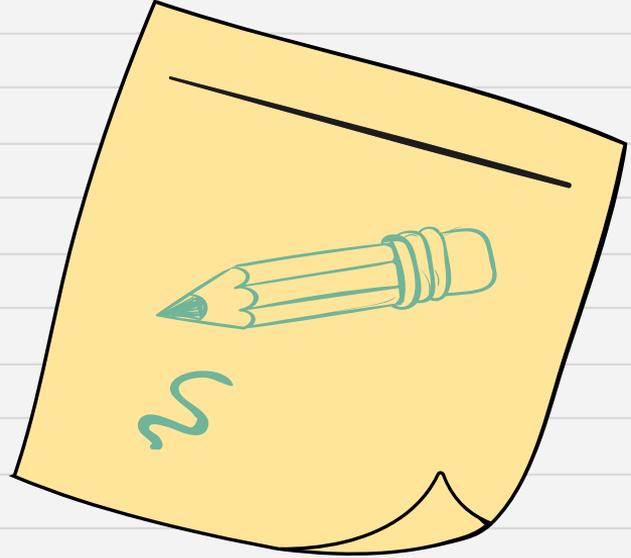
May

- Great job! You made it to the end of the school year.
- Make sure you have passed down to the new officers what recruitment strategies worked best for your club.



Tabling Booth Tips & Ideas

Tabling is one of the quickest ways to recruit new members. In this section, you will receive tips on how to improve your tabling strategies.



Essentials of an Effective Booth



Showcase

Display awards and photos from past years.

Highlight the benefits of being in CKI.

Whatever your display make sure you have examples for the 3 CKI tenants:

1. Service
2. Leadership
3. Fellowship



Memorable

Make your booth “flashy”.

Have large posters & signs to make people curious.

Make sure your booth is laid out in a logical order.

Be friendly and fun so people are more likely to return!

Prepared

Have brochures, cards, or other infographics ready to hand out.

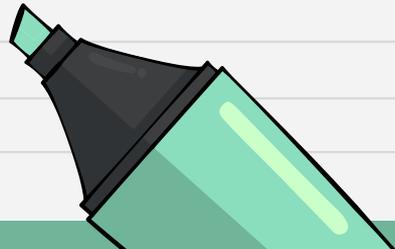
Practice your elevator speech!

Ask about the person’s interests when they come to your booth and connect that to why CKI is great for them!



Online Promotion

Recruiting online can help you reach a wider audience. This section discusses ways to make online recruiting more effective.



Collaborate

Create joint posts and events with other clubs. Members of those clubs can be potential recruits for your CKI. Also, reach out to your campus' main social media to make posts about CKI!

Reach out

Send messages on social media to potential members. Do you see someone who likes all your posts or follows your club but doesn't attend any meetings or events? Send them a message!

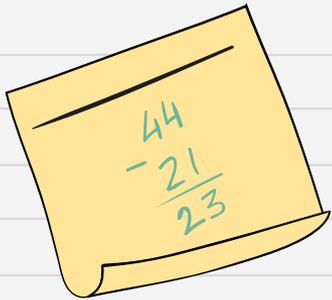
Promote

Make sure your social media information is on all of your promotional material. Have your officers and other members share club posts on their social media so that they can reach out to their non-CKI friends as well!





Resources, Materials, & Links



This section is a collection of recruitment resources from Circle K International. Beyond the resources here, CKI's website has tons more you can scroll through and use!





CKI LINKS

- Recruiting strategies resource folder:
 - <https://www.circlek.org/resources/recruiting-exercises/>
- Promotional resources including templates, poster, and other useful brand approved graphics:
 - <https://www.circlek.org/grouping/marketing/>
- CKI focused recruitment tool kit:
 - <https://www.circlek.org/resources/cki-recruitment-toolkit/>
- Guide for club OREO:
 - <https://www.circlek.org/wp-content/uploads/sites/9/2020/08/CKI-Recruitment-Orientation-Officer-Guide.pdf>

NOTE: To access these and other resources on the CKI website, you may have to log in to your Kiwanis account. If you do not have an account, simply follow the directions to setting one up with your email.

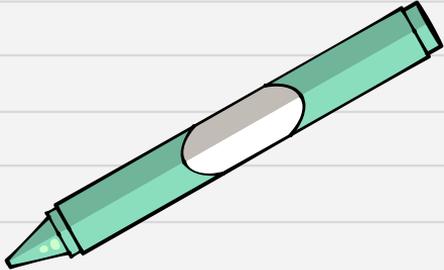




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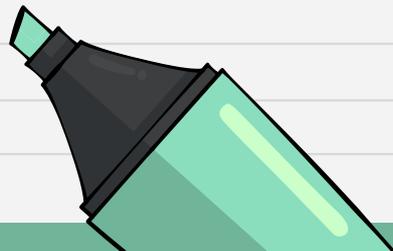
Retention

Retention is important as it helps keep the member's active!



Officers' roles in Recruitment and Retention (R&R)

Recruiting and retaining members takes a team effort! Here are some ways that each officer can contribute to recruitment and retention.



Officer Roles



President

1. Guide the team and when and where to participate in recruitment.
2. Plan and lead meetings in an engaging manner by including activities and icebreakers.

Vice President

1. Assist the president with planning the year in terms of R&R.
2. Research service projects that interest the membership and work with the treasurer to plan these.

OREO

1. Lead R&R efforts!
2. Plan, register for, and setup recruitment opportunities.
3. Host icebreakers in meetings.
4. Work with the treasurer to save money for socials.



Officer Roles Continued



Secretary

1. Keep track of membership including number of people who signed up at recruitment events, number of members retained between semesters, and keep progress of goals.

Treasurer

1. Work with the president, vice president, and OREO to budget for social events and host fundraisers.
2. Keep track of budget that can be used to by resources for recruitment or awards.

Bulletin Editor

1. Post about the club (meetings, stories, flyers, etc) to recruit new members and engage current ones.
2. Work with other officers to promote events, meetings, and goal progress.



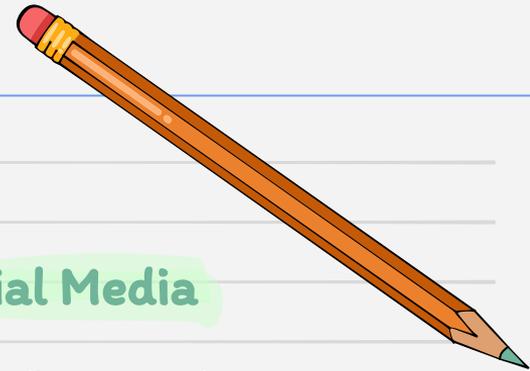
Retention Overview:

Service Projects

- Keep the service project's fun
 - Ask the member's what kind of service project's they would like to see.

Social events

- Fundraising!
 - Ask your treasurer to save some funds for your club to do a social event
 - Ice skating, bowling, roller skating



Social Media

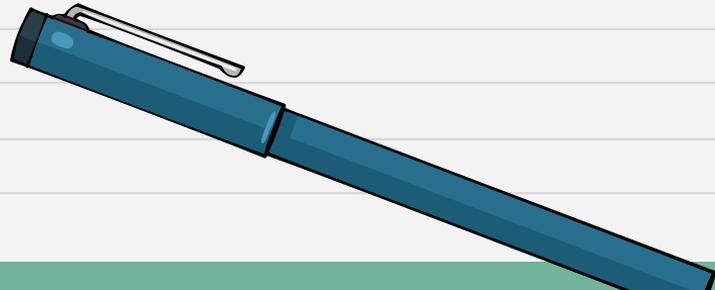
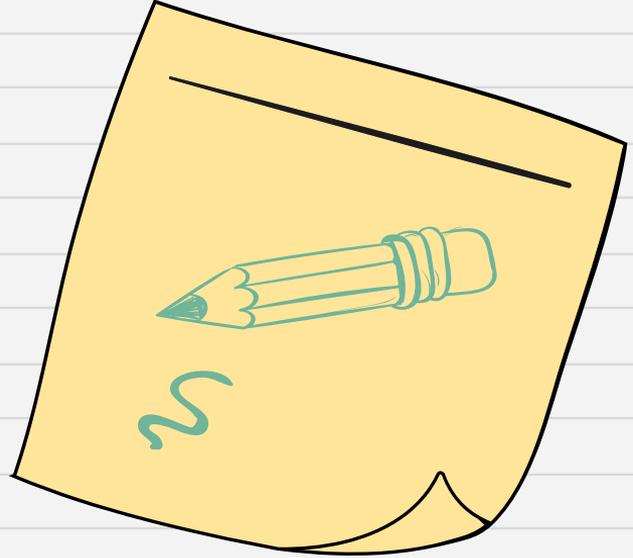
- Use social media to post about your upcoming meetings.
- Have the bulletin editor post interactive posts
 - Bingo fundraising
 - Surveys

Icebreakers

- Before the start of every meeting, do an interactive icebreaker
- Bonding activities
 - Smaller groups
 - Games

Making meetings exciting: icebreakers and first meetings!

This section discusses ways to make your members excited about CKI and engage them at every meeting.



First Meetings



The first meeting is very important as it is the first impression people will have of your club. Here are a few things to keep in mind when planning your first meeting.

1. Informative yet engaging
 - a. Don't just lecture, make sure people can participate through icebreakers, games, potlucks, or mini service projects
2. Get to know each other
 - a. More than slides, plan to do activities where each member gets to meeting their fellow CKI'ers. Games like Soulmate or Human Knot are great way to foster teamwork and getting to know each other.
3. Have an agenda and stay organized!
 - a. Make sure each officer know that they are doing to help run the meeting.

Example icebreakers and where to find more

Team games

Human knot, impulse*, password, scavenger hunt, charades, ships & sailors

Get to know each other

20 questions, would you rather, soulmate, show and tell, question of the day

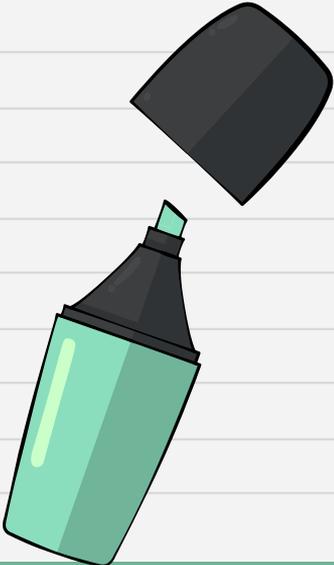
Online and service

Free Rice, Math for Good, popsicle stick puzzles, paper fortune tellers

Websites with other icebreakers and projects

- ★ <https://www.signupgenius.com/groups/group-icebreakers.cfm>
- ★ <https://teambuilding.com/blog/virtual-icebreakers>
- ★ <https://www.helpinecenter.org/volunteer-connections/diyvolunteer/>

*Impulse is sometimes known as the electric current game



Thanks!

Have any questions?
Reach out to your Lieutenant
Governors of Recruitment and
Retention at:

ckirecruitmentltg@swdkiwanis.org

or

ckiretentionltg@swdkiwanis.org

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