



CKI
Circle K International

Cal-Nev-Ha Recruitment Manual 2010-2011



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I. Introduction

Use this manual as another tool to supplement your club's recruitment strategies. The manual is updated from last year and contains ideas and information gathered by members from large and small clubs throughout Cal-Nev-Ha. Members are the reason our District and Circle K International exist. The Membership Development and Education Committee hopes this manual will help you gain insight into bringing in potential members.

If you have any questions or concerns, please contact the MD&E Chair at mde@cnhcirclek.org.

Randall Harper
District Membership Development & Education Chair 2010-2011

The first step of recruitment is getting the club's name out to the campus. The easiest and simplest way of doing this is through tabling. Tabling can be as simple or as complex as you would like and have time for. It is important to keep in mind your limitations so that you do not spread yourself thin. When you are not sure of your limits, it is best to keep it sweet, simple and sincere.

Materials

Checklist for Materials:

- Fliers
- Sign-up sheet (paper or electronic)
- Club Banner
- Colorful display
- Giveaways

Optional materials:

- Spin wheel with prizes
- Club t-shirts
- Costumes or props
- Mini scrapbook or pages with pictures of past events

Explanation of materials

Fliers: Should be simple, organized, and eye catching. Include meeting day, time, place and contact info.

Sign-up sheet: Ask for name, email, and phone number. Be sure to follow up!!! Add emails to a mailing list and call before the first meeting to remind the potential member.

Banner: Use your club banner or another one that you have made specifically for tabling. This helps those already familiar with the K-Family but also who have never heard of Circle K. The banner should be the most prominent part of the table.

Display: Anything to draw attention to your table. It can include posters, photos, and scrapbooks.

Giveaways: Otter pops, play-doh, raffle tickets (winners picked during meeting), lollipops with small pieces of paper flagged on the stick advertising Circle K with the meeting time, date(s), and location.

Spin wheel: Invite people to spin the wheel for different prizes or giveaways.

T-shirts: Anyone tabling should wear a Circle K related shirt to draw more attention. Advertise to members that if they visit the table (if they're not already tabling), they get put into a drawing for a special prize.

EZ Up: This is more for whoever is staffing your table than potential members. Try to take good care of your recruiters. Tired and worn out recruiters have a harder time attracting potential members! Make sure to double check with your campus before bringing one because some schools do not allow them.

Successful Tabling

Be proactive: Stand in front of the table and approach people asking them if they're interested in community service. Avoid standing and waiting behind the table for them to come to you. Standing and smiling makes you look more approachable. Actively pass out fliers throughout the entire tabling area, not just around the table.

Be clean and organized: Keep the table clear of food and drinks (unless you're selling them) and keep papers and fliers neat. Make sure everything Circle K-related is easily accessible and visible.

Be animated: If you have a large tabling group, you will attract a larger audience and more recruits! People are drawn to others they see having fun and who enjoy what they do. Play icebreakers and games while tabling. Games such as ninja war and battle-axe will surely attract attention on campus. Finally, do a few cheers now and then to draw in crowds.

Be personable: Personal interaction and conversation is often necessary to convince someone to come to a meeting. If prospective members feel that the organization is truly interested in them, then they will be much more open to joining. CALL all recruits who signed up to remind them about the first meeting.

Be knowledgeable: It is important to have at least 1 member that has all Circle K information memorized, in case literature does not answer a potential member's questions. Having a new member table alone is not recommended.

Be professional: You want to make sure that you represent your club well. By tabling, you are acting as the face of the club to students on campus. Watch what you say and do; do not text, get distracted, mess around, etc.

Know your dues: Make sure that anyone attending the table is prepared to explain club dues to any potential member who asks. The risk of turning someone away from Circle K because of club dues is much smaller than the risk of losing a potential member because a member did not share correct dues information. Know how much dues cost, what they are for, and where they go. Remember, never say nor imply that there are no club dues!

Sample Table!

Notice the banner, signup sheet, prominence of CKI logo, free candy, “The World’s Largest Collegiate Service Organization”, enthusiastic tablers, eye-catching literature. Remember, this is just one of many ways you can arrange your club’s table. Use your resources and knowledge to come up with a table that works for your club!



III. Other Recruitment Methods

Recruitment does not only consist of tabling. There are many different ways to attract potential members. Be creative and see what works best for your club. Common recruitment methods are listed below.

Class announcement: Arrive to lecture early and make an announcement about five minutes before lecture begins. If you arrive before the professor, you're in luck; otherwise you may have to ask the professor politely for a quick class announcement. Grab your audience's attention and be short and concise. Be straight to the point! When finished, you can also hand out fliers for others to have basic information (such as meeting time and location).

Chalking: In the lecture halls, write on the side of the chalkboards. Be sure to include Circle K International, meeting times, and location. Chalking on the campus sidewalk gives you more creative power. You can also draw arrows pointing in the direction of the meeting location, which will be helpful to freshmen that are not that familiar with the campus. If you can't chalk, put up signs with directions. If you decide to chalk, make sure your campus allows chalking! Violating campus rules can get your club suspended.

Fliers: Use highly trafficked areas like campus bulletin boards or residence halls to advertise. Bulletin boards on campus are frequently viewed by students on campus. When designing a flier, use a unique color scheme, shape, or phrase that will attract attention while also including vital information. Your fliers need to stand out above other clubs' fliers. Find out when fliers and posters are removed by the campus and post them afterwards.

Recruitment social: Socials can be a great way for potential members to dip their toes in without committing to anything. A fun atmosphere is always great to draw in members. The night should be packed with social activities and free food! Some ideas are holding a back to school bonfire and playing root beer pong. Or just head to a nearby place and go eat. This can also be an excellent opportunity for a fundraiser!

Facebook: Social networking is an easy and highly effective way to advertise your recruitment social, first meeting, or other events. Encourage board members and veteran members to invite potential members to events. They will be more inclined to attend if everyone from the club is outgoing, not just board members.

Bring a friend day: Encourage members to bring a friend. You could use a raffle system for prizes and give a member an extra raffle ticket if they bring a friend. People might not attend meetings and join because they do not know anyone. Potential members would be more willing to step outside their comfort zone and try something new if a friend encourages them.

IV. Club Dues

Club dues are necessary to fund Circle K. Without dues, International, District, and your own club would not have any funds to serve the community, promote leadership, or share in fellowship. It is vital for your club board to discuss and establish dues before the term starts. This is especially important because there is a new dues structure for the 2010-2011 year.

Consider these questions when planning dues:

- How much were dues last year?
- How many members did the club have last year?
- Did the club receive any money from the dues? If so, how was it spent?
- How many members will the club have this year?
- How will the club benefit from increasing dues? Decreasing dues?

Create hypothetical budgets based on average membership and club dues to aid in your discussion.

When is right?: Announce dues at the first or second meeting. Do not announce them any later! After announcing dues, do not start collecting immediately. Set a reasonable deadline and give potential members time to decide.

Present effectively: Pass out literature or use a slideshow when explaining dues. Visualization will go a long way towards presenting a strong argument to participate. People are careful about where their money goes, so it's important you make a strong case from the start. Make sure the presentation is as detailed as possible while also being engaging. When you are discussing dues, it is a good idea to reference district events or large club events to highlight the benefits of paying dues.

Be inviting: It is easier to convince a potential member to pay if they feel they are getting their money's worth. Plan to have socials and projects available to potential members. One of the best methods of recruitment is to make the potential member feel welcomed. This is an especially great way to get freshmen or transfers to pay because this allows them to expand their limited social network.

What if they ask?: If a potential member asks about dues, explain it in detail. Board members should always be ready to explain where the money goes, what it is used for, and why it is beneficial to be a dues paid member. It's also helpful to brief veteran members on club dues. Some of the most effective recruiters in a club aren't the officers but are older members who are friendly to potential members.

As a rule of thumb, members that come to general meetings tend to be more active in the club and participate in events. To increase attendance at general meetings, the officers running the meeting always need to be prepared. If the club officers are sloppy and not prepared, members will become disillusioned and more than likely will stop attending. The first meeting is discussed more in depth in the next section.

Preparation: The agenda should always include an introduction, an introduction of guests, an icebreaker, past and future events and a conclusion. There should always be a sign-in sheet available for when the members arrive. Involve your Kiwanians in the meeting. If present, ask them to talk about their club's current events.

The Basics: Members should always feel welcomed. The best way to do this is to have a greeter at the door. Preferably, this should be one of the club officers or chairs. Be sure to get to know any new faces. Another way to welcome your members is a recognition program. Give member of the week awards, or acknowledge the MRP achievements of members.

Other Ideas: Engage your members through games, activities, competitions, families and raffles. Give them a chance to raise money for a DFI by "pieing" their officers. Have member spotlights each week. Offer snacks or food! Assign the officers to different weeks.

First Meeting

The first meeting is essential to creating a positive atmosphere in the club and to helping potential members visualize themselves as part of the club. A first meeting that blows peoples' socks off takes time and preparation. Be sure to give yourself plenty of time to plan!

Rehearse with the board: The best way to ensure a smooth meeting is to practice beforehand! The more prepared you look, the better impression it will leave on the new members. Board members should avoid any side conversations and anything not directly related to the first meeting (Circle K or not). Follow the rehearsed meeting as closely as possible to avoid mistakes that could alienate potential members.

Schedule a project / social afterwards: Since the members already took time out of their schedules to come to the meeting, why not provide a project or social afterwards for them to attend? Projects and socials have very high attendance after general meetings since the members are already there. It's also a good way to get new members active. You must have a service project or social planned for the weekend after the first meeting. This is vital in hooking in the new members and allowing them to test out the club while they're still interested and not yet too busy with other homework or activities. If it's an after-meeting social, try going to a place that is not too far from campus, just so new members won't feel too out of their comfort zone. Keep in mind they may not yet feel comfortable going to a stranger's residence off campus.

Arrive early to set up: Being prepared means having everything set up before the first member arrives. Have every board member come at least 30 minutes early to help set up. You'll feel much more relaxed if you're not scrambling to set up when there's already members in the room. Set up includes putting up the meeting sign-in sheet, interest sign-ups for the week's projects, putting up any posters or announcements on the board and arranging the chairs or tables to accommodate your club, etc.

Arrange room: Arrange the chairs or tables to accommodate your meeting. If you need room for an icebreaker, move the stuff beforehand so you don't waste members' time during the meeting. If you use chairs, be sure there are enough for all the members! You don't want some member to have to stand while others aren't. Also arrange furniture so that everyone is facing the correct direction. This will make it easier to grab everyone's attention.

Verify equipment is working: One of the worst things that could happen during a meeting is to have the equipment fail when you show a PowerPoint or video. It's very important to test out your equipment before the meeting starts to ensure everything is in working order. Don't forget to check the sound on your video or PowerPoint (if there is sound).

Have agendas and sign-in sheet ready: Have the sign-in sheet available for the members as they walk in. Members are less likely to sign in after the meeting starts. By the time the meeting ends, they would have forgotten about signing in. Make sure the agendas are printed, cut and ready to be passed out to the members as they enter. This will help avoid the commotion of passing them out during the meeting or having members get up to grab agendas. Having agendas ready at the beginning of the meeting is also important in case members cannot stay for the whole meeting.

Assign a greeter at the door: First impressions are lasting impressions. If members walk into the room to a friendly greeting, they will feel more welcomed, be in a good mood, and be more inclined to join the club. Have all board members up and about meeting and greeting new members. Be sure to engage in real conversations rather than just catching their name and moving on. You want to establish a friend-friend relationship rather than a board member-general member relationship as this alienates them from the club. *Rule of thumb:* Do not allow board members to sit next to each other during the meetings. Have them sit with the new members so the new members feel more included. This should also include returning members.

Have returning members mingle: Sometimes it can be tough for a newcomer to get situated in the meeting room before it starts because they most likely don't know anybody in the room. If you are a returning member (especially board members), make it a point to WALK around and sit down and actually converse with new faces in order to help them feel comfortable.

Do Not Cheer!: Yes, we know that throughout the year, we will be representing our school clubs at various events, but from a new potential members' perspective, it may be a little intimidating, if not discouraging if they are not comfortable in "cheerful" atmospheres. Ease them into it, and allow them to learn and adapt.

First Meeting Agenda

The first meeting of the year, or even each semester or quarter can be very important. After spreading the word about the first meeting and getting people to come, it is up to the club to make a good impression towards potential members. How you arrange your first meeting may make a big difference. Here are some tips to help you with your agenda for the first meeting.

1. Welcome everyone to the meeting.
2. Start off with a basic & brief introduction to Circle K.
3. Introduce board and guests (Kiwansians/Key Clubbers, Lieutenant Governor, any District Officers, etc.) Explain who they are and what they do - new members might not know.
4. Have an icebreaker.

5. Give a more involved introduction to Circle K
 - Intro video incorporating the club theme for the school year
 - A skit
 - Explanation of what we do
6. Share some of the past projects you have done and introduce upcoming projects
7. Closing
 - Thank everyone for coming

Having Fun

Showing potential members how much fun you are having at your meeting can really help and make it fun for them too!

Introduction skit/video: Make it fun and have fun while presenting/recording it. Also incorporate the club theme for the upcoming year.

Icebreakers: Icebreakers are the simplest and most fun way to engage members and make them want to come back for more. Make sure the icebreaker does not push people out of their comfort zones. Here are some quick examples:

Small group icebreakers:

- Human knot
- Telephone charades
- The name game
- Ninja War

Large group icebreakers:

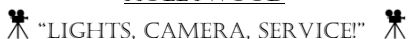
- Giants, wizards & elves
- All hands on deck
- Musical chairs
- Baby, will you smile for me
- The singing game
- Pancho

Sample First Meeting Agenda

UC Berkeley's Fall 2009 first meeting agenda is on the next page. It is normally printed two to a page to conserve paper. It also looks more professional when a club agenda is filled to the brim with useful information and as little wasted space as possible. Take note of everything that is on the agenda: descriptions are short and sweet, speakers and event chairs are listed next to the event, theme, "entertainment break", etc. When designing an agenda, it is important to keep the member in mind while also utilizing your own officers as much as possible!

First General Meeting – Welcome to UC Berkeley Circle K International
Introductory Meeting, September 8th, 2009

HOLLYWOOD



Sign up for events online at www.ucbcki.org

I. WELCOME & INTRODUCTION OF GUESTS: *Josh*

II. ANNOUNCEMENTS:

1. Welcome to a Great Year: What is Circle K? Who are the stars and starlets of Circle K?

III. SERVICE: What we're all about.

Member of the Summer: This member showed us how to be a great Circle Ker! *Sooyun*

T-Shirt Contest Winner: Congratulations to one extremely creative member!

Want to look as sexy as the board members? Buy a t-shirt! Only \$13 *Matt*

All events: Meet @ Barrows Courtyard unless otherwise noted on calendar.

1. Chaparral House: - 9/11, 3:30pm-5:30pm. Come out and foster great relationships with the golden residents of Berkeley through arts & crafts, games, and conversation! *Minji*
2. St. Andrews Workday: 9/12, 9am-4pm. Come join the restoration efforts of St Andrews. We will be completing various tasks from painting, to installing playground equipment. *Mimi*
3. GRIP Workday: 9/12-13, 9am-4pm. Help us provide food, shelter, and support to homeless families transitioning to self-sufficiency. *Peter*
4. Soldiers' Angels' Baking Party: 1pm-5pm. Join in the baking fun with Circle K'ers as we make delicious treats for our U.S. soldiers! *Lily*
5. Solano Stroll: 9/13, 8am-6:30pm. Join our Kiwanians as we entertain children and families with fun activities and face painting. *Diane*
6. Rebuilding Together: 9/19, 7:30am-4:30pm. Help us renovate homes in the Bay Area for families who are financially and physically unable to maintain their homes. *Darrell*
7. Adopt a Creek: 9/20, 8am-1pm. Like nature and getting your hands dirty? Then join us as we restore a nearby creek! *Margaret*

IV. ENTERTAINMENT BREAK

V. TEAM LEADERSHIP: Refer to the back (calendar) for the committee meeting locations.

1. Introduction of the 2009-2010 Board: Meet the board straight from the Hollywood Walk of Fame.
2. Kiwanis Family: Plan out great Kiwanis Family events and get to know our sponsors! *Diane*
3. Single Service: Plan out great large-scale projects that leaves a positive impact! *Diane*
4. Fundraising: Help raise money for our club and global charities! *Ken*
5. Scrapbook: Record and beautify all our memories w/our annual and award winning scrapbook! *Lily*

VI. FELLOWSHIP: The Kiwanis Family, socials, and everything else!

1. Kiwanis Meetings: - Tuesdays 12:15-1:30 pm. Support our sponsors, the Berkeley Kiwanis at their weekly meeting. *Diane*
2. Gelato Social: - TONIGHT, 8-9 pm. Meet the members of Circle K at Kip's on Telegraph & Durant for gelato, food, and fun after the meeting! *Tammy Tran*
3. Big C Hike + Free Pizza Social: 9/11, 5:30-10pm. Learn about Berkeley tradition and start the school year off with some spirit atop the beautiful Big C. Join us for free pizza afterwards! *Flo*
4. Night on the Town Social: 9/19, 6pm-10pm. Meet new people over dinner and fun! *Matt*
5. CKI Mailing List: To receive weekly updates on all our events, sign up for our mailing list! *Iris*

VII. OPPORTUNITY DRAWING! *Iris, Tammy, Flo, Mimi, Tammy*

VIII. ADJOURNMENT *Josh*

This is going to be an amazing year! See you all at our social tonight.

'09-'10 Board Members' Contact Information

President	Admin VP	Service VP	Treasurer	Secretary	Webmaster	MD&E	Spirit/Social
Joshua Lomeli 909-725-8552 cki-president @lists.berkeley.edu	Mimi Dao 714-925-9044 cki-adminVP	Peter Le 310-804-1458 cki-serviceVP	Margaret Chiu 718-612-3620 cki-treasurer	Tammy Tran 714-290-4411 cki-secretary	Tammy Tieu 909-837-8114 cki-webmaster	Iris Hsu 818-292-0397 cki-membership	Matt Tadros 562-746-2331 cki-social
Fundraising	Single Service	Project Coordinator	K-Family	Public Relations	Scrapbook	Newsletter	MRP
Kenneth Lee 714-326-3127 cki-fundraising	Diana Tran 714-360-4284 cki-singlesevice	Darrell Hawkins 323-919-2422 cki-projectcoord	Diane Chen 718-612-3548 cki-k_family	Minji Gwak 510-926-1174 cki-publicrelations	Lily Okamuro 818-642-0916 cki-scrapbook	Florence Lee 949-433-7405 cki-newsletter	Sooyun Choi 951-398-9891 cki-mrpchair

Sample Member Application Form

Pasadena City College's member application form is on the next page. Do not be concerned with saving paper when designing a membership application. A full page application looks much more credible and professional than a half page one. Take note of everything that is on the form: contact information, club dues are mentioned, prominent CKI and CNH logos, space for club use, a "fun" section. Think about how you plan on contacting the new member and how you plan on using any other information you obtain. It can make it easier to do fun activities involving your membership in the future if you gather everything early in the term.



Circle K International



Pasadena City College, Foothill Division

2010-2011 Membership Form

[PLEASE PRINT CLEARLY]

Name: _____
Major: _____ Year: 1st 2nd 3rd 4th Transferring to _____ at Year _____
Home Address: _____
City, State, Zip Code: _____
Email Address: _____
Cell Phone Number: () _____ Home Phone Number: () _____
Birthday: ____/____/____ Sex: M or F (circle one)
AIM SN: _____ Facebook? Yes or No (circle one)

Check off which committee(s) you might be interested in joining:

___ Newsletter ___ K-Family ___ Club Spirit
___ Fundraising ___ Publicity ___ Scrapbook ___ Social

Special Interests, Skills, Hobbies, Comments:

Empty rectangular box for special interests, skills, hobbies, and comments.

___ I am enclosing \$35 for membership dues (payable to: PCC Circle K)

SIGNATURE: _____ DATE: _____

FOR ADMINISTRATIVE USE ONLY

RECEIVED BY (DATE): _____ DUE RECEIVED (DATE): _____ /SAME DAY cash check

PRESIDENT _____ TREASURER _____ SECRETARY _____

VII. Additional Tips

Visuals: Have Circle K-related posters and pictures around the room for people to look at before or after the meeting. Examples include: posters explaining the Kiwanis Family, District Service Initiatives, District Fundraising Initiatives, and more.

First impressions: The first impression of someone is critically important, particularly at the first meeting. There will be some new people who have not heard of Circle K International. This first meeting gives them the opportunity to make a decision on whether or not it is something they see themselves joining.

Don't use acronyms: Say the full names and titles. The last thing you want is someone confused about your topic.

Be enthusiastic: POSITIVITY SPREADS! If you are hyped up and are expressing yourself while explaining something, people are going to know that you care about what you are doing. Engaging your audience will keep their attention focused on you and the subject you are discussing.

No cliques: You do not want any individuals to feel left out; your goal is to make them feel welcome and part of something. So try to dissuade cliques from forming.

Sweet and simple: Do not try to sugar coat anything, get straight to the point and repeat the information when necessary.

First social: Do not go up to individuals and immediately start talking about Circle K; ask them what their interest are, what their major is, etc. People love attention so listen to them when they talk about themselves. Be an active listener. Be proactive and talk about what they want out of Circle K! Try to highlight ways the club can help them get what they want out of a campus organization.

Keep the drama out: Do not discuss any club drama around new members! This will give a negative first impression of the club. This seems like a no-brainer, but it is very easy to accidentally let something slip.

Food: People love food! The easiest way to get a college student to do anything is through food.

Updated by the District MD&E Committee 2010-2011

Randall Harper, Brian Lopez, Catherine Tran, Edward Rivera, Grace Ann Cecilio, Jackelyn Rivera, Linzy Bingcang, Melissa Omiya, Sally Kim, Stephanie Wong, Erin Szelagowski

For more information, check out:

Circle K International Website

www.circlek.org

CNH District Website

www.cnhcirclek.org

Questions?

Contact District MD&E Chair

Randall Harper

mde@cnhcirclek.org