



CKI
Circle K International

Cal-Nev-Ha Retention Manual 2010-2011



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I. Introduction

This manual is a compilation of ideas, strategies, and techniques used by clubs of all sizes from Cal-Nev-Ha to help retain and grow membership throughout the year. Keeping a member interested in Circle K is vitally important to the success of Circle K International. Without a strong member base, we cannot achieve the great things we do as an organization. The Membership Development and Education Committee hopes this manual will help you succeed in increasing club member retention, so we can continue Circle K's strong tradition of success.

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

II. General Meeting

The general meeting is the center of an active club. The first step of retention is getting members to attend the meeting and pay attention! It is absolutely crucial the entire board participates and engages the members every meeting. Many of the same concepts overlap between the first meeting and later meetings throughout the term (refer to the Recruitment Manual for more information). This section will focus on the aspects that make later meetings different.

When you plan your general meetings, keep a few things in mind:

- Plan everything in advance
- Rehearse, especially if you have skits or presentations
- Avoid gaps in the meeting
- If you use a slideshow, change it every meeting, even if your events are the same. Repetition is not engaging!
- Keep the agenda similar from meeting to meeting.
- Try to use the agenda in the meeting by including an activity like “find the typo”.
- Be outgoing and proactive during every meeting. Remember, you are the face of the club!

Before the meeting

Build one-on-one relationships: Focus on building one-on-one relationships with members by talking to them casually about everyday life, not necessarily about Circle K. It is important to help members realize that Circle K is about friendship as much as it is about service or leadership.

Mingle: Get board members to sit next to somebody new at each meeting to make them feel welcome. Encourage veteran members to mingle with new members, too. While meeting new faces, casually introduce those new members to current members to develop even more relationships.

Keep moving: Move around the room. Do not stay in the same area all the time. If you stay in one spot every time, you will not have a chance to meet everybody. It is easier to appear sociable and welcoming if you are physically outgoing. Sitting down at a desk makes you seem less approachable.

Speaking roles

Introductions: Members should know the entire executive and appointed boards; they should not only know president or executive board (Potential icebreaker: Match the name and position!). It is a good idea to introduce an officer by title and name before they speak.

Upcoming events: Do not always have the same officers or members talk! Use the entire board. It is a good way to practice public speaking while also keeping the meeting interesting. It is very monotonous for the members if they hear the same person speaking all the time. You do not want them to tune out all that good information!

Have members speak: If a general member takes the initiative to chair a project, have THAT member come up during the meeting and announce the project! It puts the spotlight on the member and makes him or her feel more involved.

Past events: This is good for talking about annual district events like CKI North/South and FTC, as well as any annual divisional or club events. It is a good idea to brief the member before he or she speaks. Keep in mind the member might be willing to speak but might not be confident in his or her ability to do public speaking.

Ice Breakers and Games

Break the ice: Many people are not very outgoing so use icebreakers to encourage people to socialize. Focus on icebreakers that help members get to know one another better, especially at the first few meetings of the year. A list of good ice breakers, along with detailed instructions, can be found on the website (www.cnhcirclek.org).

Sweet and simple: Nothing too extreme or weird, at least for the first few meetings. Remember, some people find it awkward to touch strangers. Avoid physical icebreakers until at least the third or fourth meeting. Keep it easy and simple so members are able to follow. As the semester or quarter moves on, you can start using more complex and intimate icebreakers.

Avoid repetition: Try to do different types of ice breakers each week, so you can learn different things about each other. Use new icebreakers consistently and often! Using the same ones DOES get boring!

Choose wisely: Make sure the icebreaker does not take too long and cut the rest of the meeting short. In other words, be wise about the type of icebreaker you choose; keep in mind that large-group games tend to eat up a LOT more time. If members feel icebreakers are the same or not helping them meet new people, they might purposely arrive late, especially if they're only there to hear the core material! The icebreaker should NOT force people out of their comfort zones.

Some example ice breakers

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

Cheers

Involve members: Get everyone involved in the cheers, do not single people out. New members will feel more comfortable if more people are cheering. Take time to teach the members the cheers either one-on-one or in small groups, so they feel more confident performing them.

Don't force it: Do not introduce cheers too early in the year and read the room carefully when you do plan on introducing them. Don't force people to cheer either. Some people are shy and/or are not comfortable with it. Let it happen naturally!

How-to: Have either paper printouts or a PowerPoint slide with text instructions. You can also record a video and post it on Youtube or Facebook to use as a demonstration! Or you can have officers or veteran members demonstrate the cheers in front of the club. Make sure you teach them slowly, so they do not get lost.

Note: Avoid cheering (or other noisy activities) if there are nearby classes in session. Disrupting other organizations or classes makes reflects poorly upon Circle K.

Raffle

Attendance based: More attendance means more tickets which leads to more chances to win the prize. You could have the raffle at the end of the month or every week. The idea is to give members a reason to return. Sometimes it takes a little prize to keep a member interested. Dollar store items make great prizes.

Consistency: Make sure you are consistent every time you hold the raffle. If you are doing a raffle for project attendance, then do it every time. Do not mislead members by changing when or why you do the raffle. If you do change it, make sure they know ahead of time!

Rewards: Give an extra raffle ticket if a member brings friends to the meeting! Raffles can be used as a cheap way to thank members who are actively participating in the club. Just being in the raffle goes a long way towards making the member feel good.

Note: No one may be required to attend, do something or pay for a raffle ticket. If someone asks for a ticket, it should be given for free without question, so the raffle does not violate legal prohibitions on gambling.

After-meeting events

Transportation: Offer to carpool. Not only does this guarantee they actually go, but it also allows time to bond during the trip. Do not let the member drive unless you absolutely have to because you want to make sure the member can relax the entire time. If a member does drive, offer to reimburse him or her for gas. Does your club have a shortage of rides? Host the social in someone's on-campus apartment or in the meeting room itself! Bring some games and play them when the meeting is over.

Cost: We are all college students! Keep empty wallets and big stomachs in mind when planning a food social. Cheap activities are also great socials to use after a meeting. However, do not go to the same place week after week just because it is cheap! Variety is much better, even if the price might be higher.

Location: Choose a location that is near campus if possible. If you are going to someone's house or apartment, include an ice breaker since the crowd will be smaller. Also try choosing a location that promotes socializing. Watching a movie is fun, but it does not give members an opportunity to talk to each other. If you do that, have something planned before or after.

Project: Holding a service project after the general meeting is a great idea! Use a project that does not require much traveling and that lasts an hour or two maximum. Your officers and members will likely be tired after a meeting, especially later in the year when they start getting packed with information. Example after-meeting projects include: PTP doll making, pillow case making, packing goodie bags for a race, etc.

III. Family System

Membership retention goes beyond the general meeting. Circle K is unique in that one of its tenets is Fellowship. Most other campus organizations do not have more than one or two focuses. That is why it is important to promote Fellowship outside meetings and projects. One of the most effective ways to do so is through a family system.

A typical family system:

- Has several families
- Has two parents per family
- Has Bigs and Littles within families
- Has weekly or biweekly socials
- Has family competitions at least once per quarter or semester
- Requires applications to become a parent
- Usually starts in the fall (with new members added as they join the club)
- Makes a club feel smaller and more intimate

However, your family system will vary greatly when compared to other clubs! Every club has its own size, shape, strengths, and weaknesses. Create a family system that caters to your own club's unique traits.

Things to keep in mind

Parents: Get to know your members well and make them feel as comfortable as possible. Let them know that you are there for them if they have any questions. Remember that the point of the family system is to make the club feel smaller and more personal for each member.

Be Inclusive: Invite members to hang out with you! It will mean a lot to them and will make them feel more like a part of the group. Try to get everyone in the family to know each other. Build a circle of trust so family members know that they can ask anyone in the family questions.

Returning members: Do not forget about your returning members! Make sure to continue building your relationships with them by talking to them and making them feel just as involved in the club as when they were new members. Continue to let them know that you are there for them, too. Create roles for them in the new families so that they feel included as well. Have returning members play the same role and have them build relationships with new members!

Involve everyone!: It is important to never, ever give one person more attention than anyone else. Involve everyone in all projects and events and avoid cliques by making sure it can include everybody in the family. Avoid situations where people will be left out for any reason. For example, make sure you can recognize everyone's birthday, even if some of those fall on dates when school is out of session. Members feel more welcome when you do little things like that for them.

Bigs/Littles: Also known as "Biggies/Minnies", "Big Brothers/Big Sisters", "Mama/Papa", etc. These work especially well if your club is particularly large or very small. A club with around 20 members can use a big/little system effectively while a club with over 60 can use a big/little system as a supplement to a family system. Breaking down a large family system is a good way to avoid overburdening parents.

Promote activity: Make a club service project or event a "family outing" so that members are assured they will know other people at the event. Members will not feel as insecure and shy about going to events alone if their family is going along with them. This is a great way to increase a club's overall active members.

Longevity: Make sure the family does not "die out" by the end of term. If you start a family system, keep track of it. Do not let it wither away towards the end of the year!

Be organized: Make sure family heads, no matter how busy they are, follow certain guidelines throughout the year. For example, make it a requirement for a family to have at least one family social each month.

Interfamily events: Consider pairing up families like a buddy system. This way if one family is weaker, the members can feel included in their buddy family. It is especially helpful when parents or bigs become less active. Inter-family socials and competitions encourage members of individual families to get to know other families as well. A bit of competition is great for wonders for team unity!

IV. Promoting Member Involvement

Happy members are active members! The health of the club relies entirely on how invested your membership is in its success. If your members are not involved, they will not care if it succeeds or fails! Always do your best to encourage member participation and involvement.

As a board member, you should encourage members to run for board, participate in committees, or chair projects while also being the first to volunteer or take action at a project. It is vitally important that you lead by example. Members are more inclined to participate when they know the board is enthusiastic and supportive.

Veteran members and new members alike need to be involved. Do not assume a returning member will be more active than before just because he or she has been in the club for a while. Treat all members the same way but also do not forget to take advantage of their experience by giving them leadership opportunities.

Tips and tricks

Follow up: If a member misses an event, find out why. Make it a goal to encourage members to attend events and projects as often as possible. Let members know they were missed at the event and you wanted them to be there. You can also tell them about what they missed out on so they actually want to come out to the next event to experience all the fun and exciting things!

Reach out: Call members that signed up for events. It is more personal than an email and it gets them to think that somebody is counting on them. It is also a lot easier to get an attendance confirmation, even if it is more tedious.

Survey members: Ask them for their opinions about what the club should do and actually put them into practice so they feel like they made an impact. It can also help them feel more engaged and interested in what they are doing and even make them feel more intimately tied to the club. This is a great way to ensure the club board is serving the members as effectively as possible.

Chair a project: Come up with an event and ask new members if they would like to chair it or help out on the committee. Encourage all members to chair events in order to build leadership skills. However, do not have a member chair a project for the first time without any guidance!

Encourage initiative: Sometimes a member will request to chair a project or create his or her own. This is great! Encourage this behavior and recognize the member's efforts. Guide the member

and help him or her successfully pull it off. If a member has an idea, encourage that member to take develop and present the idea to the rest of the board. It is always a good idea to lessen the burden on the club board while also developing your members.

Speakers: Something as simple as speaking in front of the club or at a DCM does a lot to promote member involvement. The more often you give members a chance to step outside their comfort zone, the more likely those members will be willing to participate in club activities.

Offer leadership opportunities: There are many leadership opportunities available for club members. Make sure they are aware of workshop hosting, District committees and subcommittees, club committees, chair positions, Kiwanis Family events, and parents in a family. Your individual club may have different opportunities available but make sure you are always promoting them.

V. Awareness

It is important to constantly keep members updated on current and upcoming projects and events. Members should be aware of what is going on at the club, division, district, and international levels of Circle K. If members do not know what is going on, they cannot participate! General meetings are great, but other means of gathering information must be available to the member.

Regular event emails: Send out weekly emails that inform the readers about upcoming events. It is important the emails are formatted the same way every time and are sent out around the same time every week. Members find it more convenient if they know when the email will arrive, especially since it helps them respond in a more timely fashion.

Meeting minutes: Make the meeting minutes available on the club website and send them out attached to the weekly event email. This is particularly good for members who are not able to attend the meetings.

Calendar: Keep an UPDATED calendar on the website so people can plan for what events they want to attend. Organizing schedules is a lot easier when someone can see how the events correspond. This helps members avoid scheduling conflicts.

Sandwich board: If your club maintains a table regularly on campus, then include a sandwich board at the table in case members drop by to visit. This is also great for attracting new members. Use this in conjunction with a website and weekly meeting agenda.

Promotional videos: Record videos to promote large club, division, or district events. You can even use it to promote activities or programs, such as the district Membership Recognition Program, a club recognition program (like Member of the Month), family system, etc. No matter what you choose, be sure to keep it appropriate and not to include too many inside jokes. You do not want to give people the wrong impression.

VI. Recognition

Recognizing good deeds and amazing contributions are essential to help members feel included, welcomed, and involved. There are many ways you can recognize your club membership, ranging from a club “Member of the Week” to the district-wide “Membership Recognition Program.

When you are coming up with ways to recognize members, consider your club size and available resources. It is a good idea to avoid over saturating a club with awards. On the other hand, it is important to recognize as many members as possible. Remember, you can have different awards for different things!

Hand-made prizes: Come up with fun hand-made prizes for Member of the Week, Month, Season (Summer, Winter), and Year. The prizes should increase in value from week to year. The club will run out of money rewarding so many members if every single prize is purchased. Be creative!

Do not pick board members: DO NOT pick board members. Board members are REQUIRED to serve as examples and role models for the rest of the club. Picking officers for Member of the ____ awards discourages regular members. Those types of awards should be for the regular members. Keep in mind that officers are usually awarded at District Convention and at division and club banquets. Board members can be recognized but save the special awards for members.

Member of the Week/Month/Season/Year Awards: Recognize an exceptionally active member each week/month/season/year for their outstanding work and dedication to the club and the community. Choose the appropriate award(s) based on your club size.

Star of the Moment Award: For those members who have gone above and beyond what was expected, specifically at an event. For example: At a soup kitchen event everyone went to sit down because they thought the work was done but one member stayed behind and kept washing dishes.

Membership Recognition Program: Introduce the MRP to new members several meetings into the semester or quarter (third meeting or later). When you explain the program, do it slowly and as thoroughly as possible because it sometimes feels complex. Explain to members that their effort and dedication is not only acknowledged by their home club and division, but by the entire Cal-Nev-Ha District. Let them know that they receive their award at District Convention and are recognized by the governor in front of the entire district.

Thank You Cards: Individually thank members for the work they have done. Handwritten cards with a personalized note are even more special. Pay particular attention to members who always offer to drive to service projects and who always offer to chair projects. Thank them for taking the initiative!

Say “Thank you”: Giving appreciation does not have to be a bold or flashy task. Simple words like “Thank you” or “I appreciate you” go a long way. In fact, to many members, receiving sincere thanks is more important than receiving something tangible. Remember to articulate your appreciation when you notice a member’s outstanding behavior.

Surprise Appreciation!: Recognize members when they least expect it. Not only will the member appreciate the act of kindness, but planning out the surprise and watching the member’s astonished face is half the fun. Leave a poster on the door to their dorm/apartment/car or surprise them on campus. Or bake some cupcakes or cookies if you have time and give them to your members. This is especially appreciated during midterms and finals!

Celebrate birthdays: Sing "Happy Birthday" at general meetings! Get a simple card or a small treat for them (ex: candy, cupcake) so they feel extra special. This one goes an especially long way because the entire club will know about the birthdays.

VI. Workshops

Workshops are one of the most popular and efficient ways to educate members and help develop them as future leaders. Many of Cal-Nev-Ha's district events have a large emphasis on workshops (Spring Training Conference, Fall Training Conference, District Convention). However, that should not stop you from organizing and hosting workshops in your own club or division!

If you decide to host a workshop, you will discover it to be an enlightening event for both you as the host and the audience. You need to pick a topic with your audience in mind. Do you want to present to Key Club, your club, the division, or even your Kiwanians? There are many topics that are beneficial and fun for members that could be covered at any level. Possible workshop topics include:

- CKI 101
- K-Family 101
- A Kiwanian can give a workshop about his or her career
- Public speaking
- Cooking healthy on a college budget
- What's the deal with the MRP?
- Key 2 College (see the Key to College manual for details)
- Resume Building

Once you choose a topic, you need to keep a few things in mind while you construct your workshop outline, presentation, and literature:

- Who are you and how are you qualified?
- What do you want the audience to get out of it?
- Why are you presenting this topic?
- Is the information useful and unique?
- Does the literature supplement the presentation?
- Will it be interactive? How do you plan to engage the audience?
- Do you know your topic thoroughly?

After you answer these questions, you'll be able to put together a workshop that is both productive and exciting. Aim for thirty minutes to fifty minutes maximum. Always start with an outline before you go into your presentation or literature. It's important to sort out the information and organize it before you add any detail.

Remember, your audience doesn't know as much about the topic as you do so do not feel intimidated. They are attending to listen to YOU! Good luck!

Sample Workshop Outline

Recruiting and Retention Workshop

I. Who am I and why should you care?

A. Randall Harper, CNH District MD&E Chair

B. Past experience: Service Chair and Vice President of Service at a Circle K in a two-year/transfer school (PCC); currently at a small Circle K at a large university (UCSB). Went from large division to small division.

II. Icebreaker

III. Aspects of recruitment and retention

A. Recruitment

1. What makes it effective?

B. Member Development versus Education

1. Why distinguish between the two?

IV. Recruitment techniques

A. Make sure the table stands out

1. Food, slide show, scrapbook, meeting agenda, project sign up, etc

B. Be outgoing and proactive

C. A brief word on FLIERS

D. Be adaptable

E. Your attitude as a recruiter is the SAME attitude as when you are at a CKI event

F. Elevator pitch

1. 30 second speech

2. What makes it effective?

G. Don't...

1. Talk about dues (and when you do, explain them well)

2. Do any cheers

3. Be cliquy

V. Retention strategy

A. Recognition

1. Point System

2. Member of the Week/Month

3. Rewards for participation

B. Family or Big/Little System

1. Breaks down large or small clubs into manageable social groups

2. Opportunity to include old members as leaders

C. Create participation opportunities for new *and* old members

1. Such as... speaking during meetings, project chairs, etc

D. Icebreakers!

E. Reach out: bond with members inside and outside CKI

F. Make meetings engaging: it should be more than an agenda

G. Effective Events and Scheduling

1. Combine events (works especially well for smaller clubs)

2. Meaningful projects

H. Educational workshops

1. CKI info sessions

2. Can focus on non-CKI topics, such as resume building, public speaking, etc.

VII. Interactive session (if time permits)

A. Two groups: one retention, one recruitment

1. Retention scenario: weak club at four-year

2. Recruitment scenario: two-year transfer college

VIII. Q&A

Presented 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

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