

CAL-NEV-HA District Circle K International



2019 - 2020

MEMBER RECRUITMENT AND RETENTION

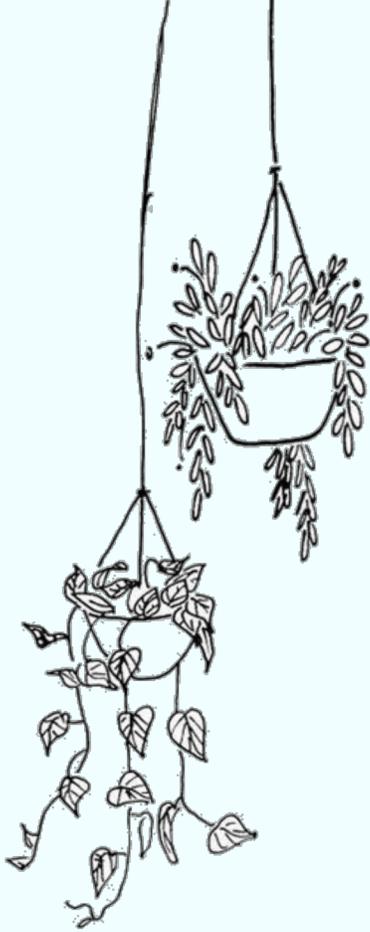


TABLE OF CONTENTS



What is Recruitment and Retention?	3
Recruitment Methods	5
Retention Methods	9
Do's and Don'ts	13

What is recruitment and retention?

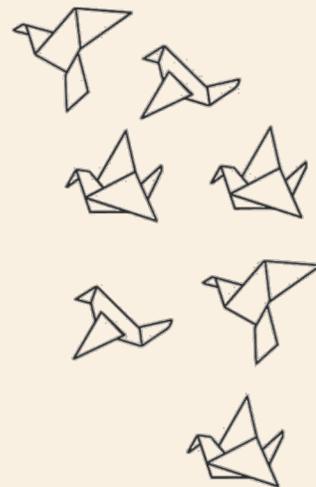
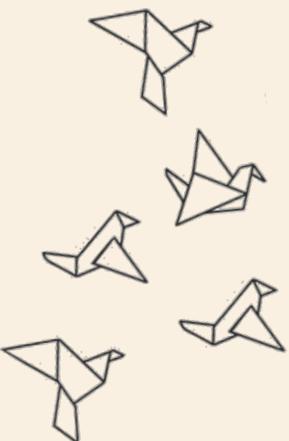
Why are they both important?

RECRUITMENT

- ◆ Brings in new members, ideas, and opportunities to work with new people
- ◆ Allows people from past Kiwanis branches to continue Kiwanis Family journey
- ◆ As members graduate, transfer, or leave for other reasons, this is an opportunity to fill these spaces



UCR CKI
Fellowship Event





CSUF CKI
Fellowship Event

RETENTION

- ◆ Reflection of club's member engagement and interest in Circle K activities
 - ◆ Members want motivation to stay; give them a reason why they should
 - ◆ No point in recruiting members if you're not going to retain them
- ◆ Older members = resource for new members
 - ◆ May have attended large events, held positions, networked, etc.
 - ◆ Returning members have been in similar shoes of new members
 - ◆ In general, advice and feedback givers, and great role models!
- ◆ Both new and returning are what make your club because without them, you don't have a club!
 - ◆ They help build your foundation as a club and contributes to the development/improvement of it
 - ◆ Both are equally important

Recruitment Methods

◆ An effective marketing approach is sharing what benefits come with being a member. Some potential reasons to convey include:

- ◆ Serve at various volunteering opportunities that leave impacts on our communities.
- ◆ Make new friends with members from the CNH District.
- ◆ Become a part of a family and find your second home.
- ◆ Gain leadership and professional development experiences for your resume.



CSUF CKI
Social Event



UCR CKI
Service Event

- ◆ Network with alumni and business professionals.
- ◆ Be a part of the world's largest collegiate service organization.
- ◆ Contribute to foundations and organizations such as the Kiwanis Family House, the Trevor Project, and the Pediatric Trauma Program.
- ◆ Foster Circle K International's three tenets: Service, Leadership, and Fellowship.
- ◆ Gain access to scholarship opportunities.

MARIAH

A simple 6 step recruitment process that puts the individual potential member at the center of your recruitment plan.

◆Meet◆

Figure out how you're going to meet your non members. It doesn't have to be tabling, but the point is to shake hands with them.

◆Ask or answer questions◆

What is Circle K? How can they get involved? Make sure to get them interested in the club, and reaffirm that this is a great place for them.

◆Record contact info◆

An email address is the best way to connect new members with resources and activities in your club, so be sure to connect with them. Be sure to also try and remember their names!

◆Invite◆

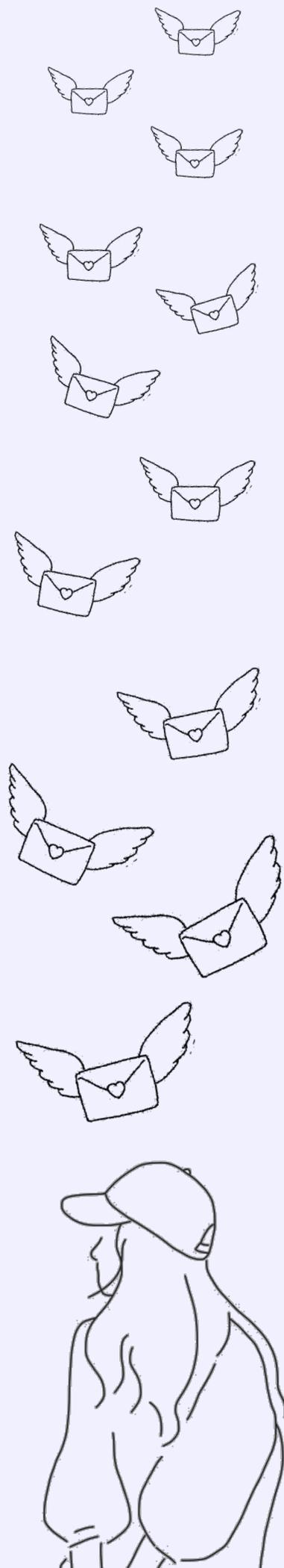
Most clubs spam potential members with invitations online. It's a good idea to consider what you're inviting them to. Be thoughtful as to what the follow-up event(s) and/or invitation(s) will be.

◆Ask◆

"Will you join us?" not "Let us know if you're interested." Also, ask what kinds of events they are interested in and try to understand what they want from the club, then find ways to cater to those desires.

◆Host◆

Plan ahead and host some kind of event (e.g., a welcoming general meeting or MD&E event, etc.).



- ◆ Flyers on Bulletin Board
 - ◆ Include organization mission, meeting logistics, contact info!
- ◆ Incentives for people to show up
 - ◆ Candy/food, points, raffle prizes, gift cards, free rides
 - ◆ Meeting new friends, socials
- ◆ Presence on campus
 - ◆ Announcements about club at school government/interclub-council (ICC) meetings
 - ◆ Being on school website/TV announcement segment
 - ◆ School or department newsletters
 - ◆ Tabling for fundraisers and service projects
- ◆ Refer a Friend
 - ◆ Member refers a friend to join the club and is entered in a raffle upon doing so!

EX: UCLA CKI - Welcome Week



event schedule

week 1	week 2
<p>03 wed CHIPOTLE FUNDRAISER 5-9 PM Meet @ De Neve Turnaround</p> <p>04 thu WEEK 1 GENERAL MEETING 7-9 PM Kinsey 1220B</p> <p>05 fri K-KIDS FALL FESTIVAL 2-6 PM De Neve Plaza BURRITO NIGHT FOR THE HOMELESS 6-9:30 PM De Neve Turnaround</p> <p>06 sat LA FAMILY DAY AT THE GROVE 10:15 AM - 5 PM De Neve Turnaround</p> <p>07 sun RESTORING THE ANGELES NATIONAL FOREST 7 AM - 1 PM De Neve Turnaround</p>	<p>08 mon MEMBER MIXER 2-6 PM Royce Quad MINI UCLA PHOTOSHOOT 2-6 PM Bruin Bear</p> <p>09 tues WHEELCHAIR BASKETBALL 4-7 PM Collins Court</p> <p>10 wed BOARD GAMES WITH BOARD 6-8 PM Hedrick Movement Studio SPAM MUSUBI COOK NIGHT 5-9 PM De Neve Plaza</p> <p>11 thu WEEK 2 GENERAL MEETING 7-9 PM Kinsey 1220B K-KIDS MEETING 2-5PM De Neve Plaza</p> <p>12 fri BEACH BONFIRE 5-11 PM Meet @ De Neve Turnaround</p>

@uclacki

welcome.uclacki.org
uclacki.org

CKI
Circle K
International

◆ Welcome Weeks

- ◆ Towards the beginning of the semester or quarter
- ◆ Week full of service, leadership, and fellowship! Usually contains an information night, a social, and a service event
- ◆ Could be coupled with a raffle stamp card at first general meeting

EX: CSULB CKI - Welcome Week



CSULB-CIRCLE K INTERNATIONAL

WEEK OF AWESOMENESS

MONDAY 9/10
1st General Meeting
Location: LH 150
Time: 5:00pm-6:30pm

TUESDAY 9/11
Let's Taco bout CKI
Location: Southeast Terrace
Time: 5:00pm-8:00pm
Chair: Eddie & Kim

WEDNESDAY 9/12
Veterans' Card Making
Location: Library
Time: 6:00pm-8:00pm
Chair: Alexis & Juliet

THURSDAY 9/13
Indoor Movie Night
Location: PH1 108
Time: 7:00pm-10:00pm
Chair: Kathleen & Tin

FRIDAY 9/14
Pike Treasure Hunt
Location: The Pike
Time: 2pm-4:30pm
Chair: Thuyvi & Quynh-Anh

SATURDAY 9/15
Beach Bond Fire
Location: Huntington Beach
Time: 5:00pm-10:00pm
Chair: Chris

SUNDAY 9/16
Urban Community Outreach
Location: 241 Cedar Avenue,
Long Beach, CA, 90802
Time: 8:00am-12:00pm
Chair: Anna

Follow Us at:

IG @csulbcki
FB @csulbcirclek
SNAP @csulbcki
WEB csulbcki.org



WEEK OF AWESOMENESS

Collect all the stamps to win prizes

FREE STAMP MONDAY TUESDAY WEDNESDAY

THURSDAY FRIDAY SATURDAY SUNDAY

1 stamp = a free raffle ticket
3 stamps = free ice cream sandwich at the next meeting
5 stamps = free raffle for a \$20 gift card of choice
7 stamps = \$5 off your membership

Retention Methods

◆ Personal Communication / Testimonies

◆ It's easy to make small-talk, but you definitely need to put more effort into your conversations with your members

◆ Show your appreciation to the members, and find ways to be comfortably personal.

◆ Inclusiveness— keep an eye for members who feel like they don't belong or are isolated during events/meetings.

◆ Scatter board members around the meeting room! Have each board member engage new members throughout.

◆ Encourage interaction between new and returning members

◆ Fellowship systems facilitate this well

◆ Ex: Big/little, Mentor/mentee, and family systems



CSULB CKI

2018-2019 Family Heads

◆ Create a good club dynamic through socials and different fellowship systems.

◆ Keep your meetings interactive and interesting!

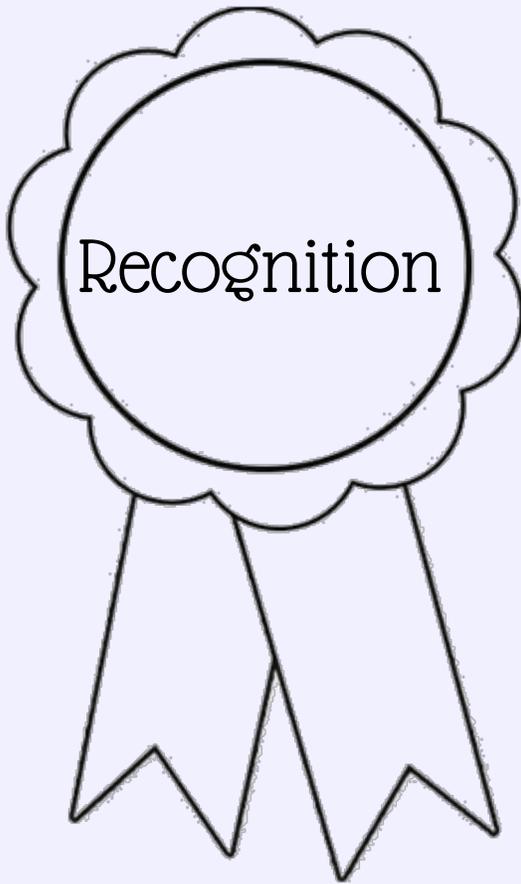
◆ Give members a reason to keep coming back to meetings

◆ Fellowship box: Hand out pieces of paper in the beginning of the meeting and have each member write down a shoutout, a compliment, or a random comment. At the end of the meeting, collect said pieces of paper and put them in a box, then read them out loud.

◆ Hot seat: Do a raffle style drawing, and whoever “wins” gets the raffle drawing!



Cypress CKI
David Su speaking at Citrus DCM



- ◆ A LITTLE RECOGNITION GOES A LONG WAY!
- ◆ Many members can have opportunities to not only have an enjoyable time at events, but also get recognized at the divisional level.
- ◆ At other times, members can also be recognized for taking on new leadership roles and positions!
- ◆ Letting members know you appreciate them and their work reminds them of their meaningful & positive influence!
- ◆ Recognition also helps motivate returning & new members alike too — spotlight their contributions & personality!



OCC CKI
Campus Relations Chairs



CSULB CKI
VPAs

◆ Various ways to recognize members include:

- ◆ Giving birthday shoutouts simply lets members know that you care
- ◆ Simply letting them know you appreciate their effort during, at the end, or outside of an event
- ◆ Giving shoutouts to a member (or members) at meetings or Divisional Council Meetings
- ◆ Weekly, bi-weekly, and/or monthly recognition programs
- ◆ Giving awards for members who display a specific tenet exceptionally
- ◆ Having special shoutouts, spotlights on social media (Facebook, Instagram, etc.), semester or End of the Year Banquet awards



CSULB CKI - B-Day Shout Outs



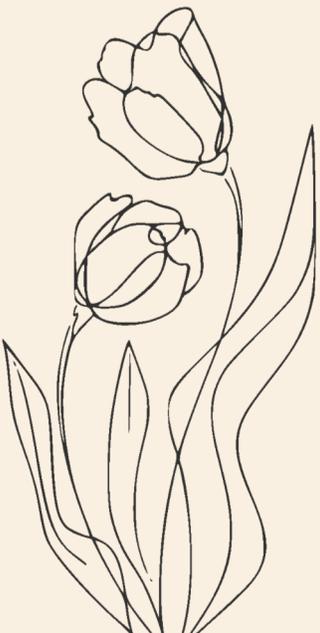
UN RENO
Club Recognition



CSULB CKI
End of the Year Banquet

Do's

- ◆ Stress that members come in all shapes and forms! Different members want different things.
- ◆ Build a worthwhile relationship with new members. Recruitment is a relationship business.
- ◆ Include members to be a part of your event planning
 - ◆ This would cause a thought to occur to the member which is: Is it possible to become an officer?
- ◆ Encourage general members to attend the club rush/tabling and challenge them to recruit members themselves
 - ◆ Make tabling fun for the members as well! Have themes for each day of tabling
- ◆ Show appreciation for your members
 - ◆ Hosting ice cream socials, have raffle prizes, recognition
- ◆ Find appealing events or activities in general
 - ◆ Look for interesting socials around your area; what do other organizations often do in their welcome weeks?
- ◆ Be creative and have fun!



CSUF CKI
Tabling Event

Don't's

◆ Avoid clique formation

- ◆ Cliques form inevitably but you can definitely try to lessen the impact by

- Mixing up members at every event and have them be more comfortable around others

- Always be inclusive because when included, members would feel more appreciated

◆ Create conflicts

- ◆ Conflicts tend to put members in awkward moments leading to them possibly leaving the club with a bad experience

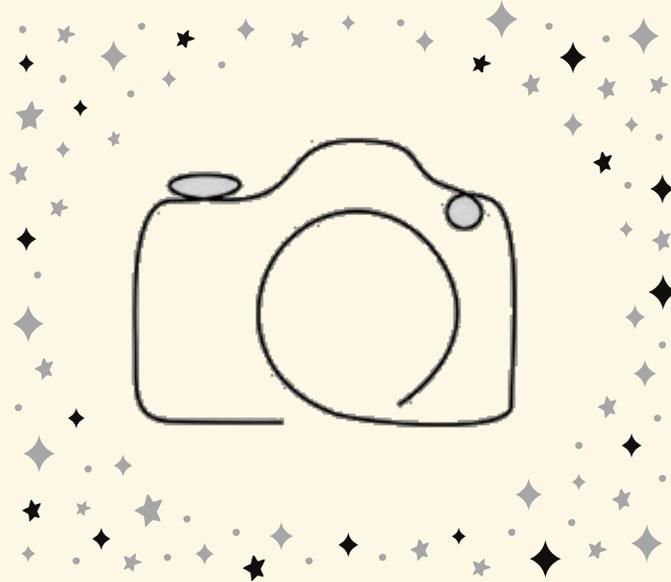
- ◆ Discuss with fellow board members (and returning members) how to handle various situations

◆ Burn out the members

- ◆ There is such a thing called burn-out for the members where they could possibly sign up for too many events and may hinder their personal health.

- ◆ Remind members that they don't have to be extremely committed to Circle K at all times!

- ◆ Hustle: Prioritize yourself as a human first, then student, then leader/member of a club!



Special thanks to...

☆ Erica Wei, District Communications & Marketing Chair ☆

CSU Fullerton CKI

CSU Long Beach CKI

Cypress College CKI

Orange Coast College CKI

UC Los Angeles CKI

UC Riverside CKI

UN Reno CKI

for their support and contributions!



We hope you were able to learn from our manual! Please don't hesitate to reach out to us if you have any questions for us!

Braden Lem

MD&E Chair
cki.bradenlem@gmail.com

Randall Belyea

Executive Assistant
cki.randallbelyea@gmail.com

Renz Lane

Resource Coordinator
krlane.cki@gmail.com

Amy Bryant

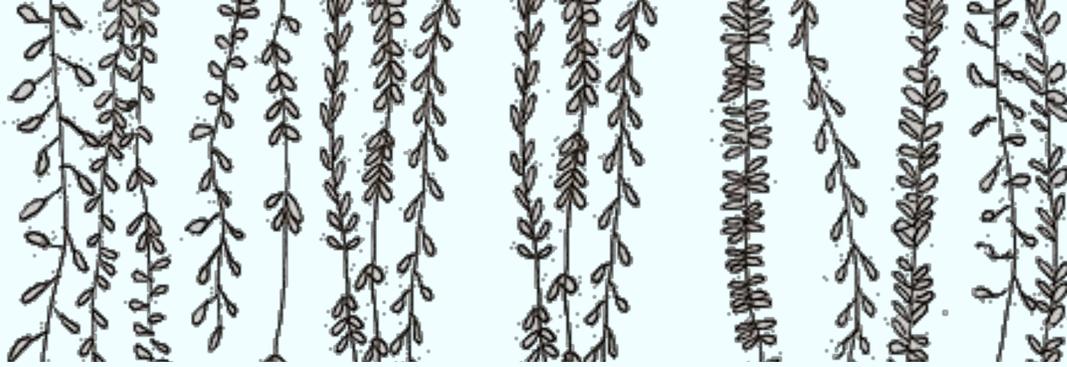
Resource Coordinator
cki.amybryant@gmail.com

Cammie Lam

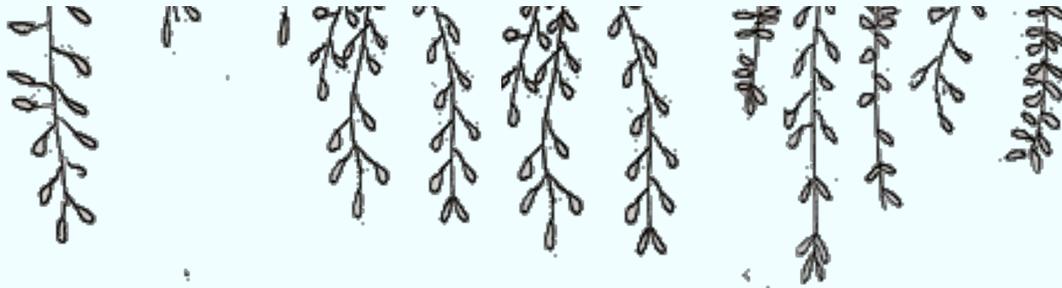
Creative Director
cki.cammielam@gmail.com

Marné Amoguis

Professional Development
Coordinator
marne.amoguis@gmail.com



LIVE TO SERVE, LOVE TO SERVE.



cnhcirclek.org



Kiwaniis[®]
Service Leadership Programs

8360 RED OAK ST #201, RANCHO CUCAMONGA, CA 91730 USA

