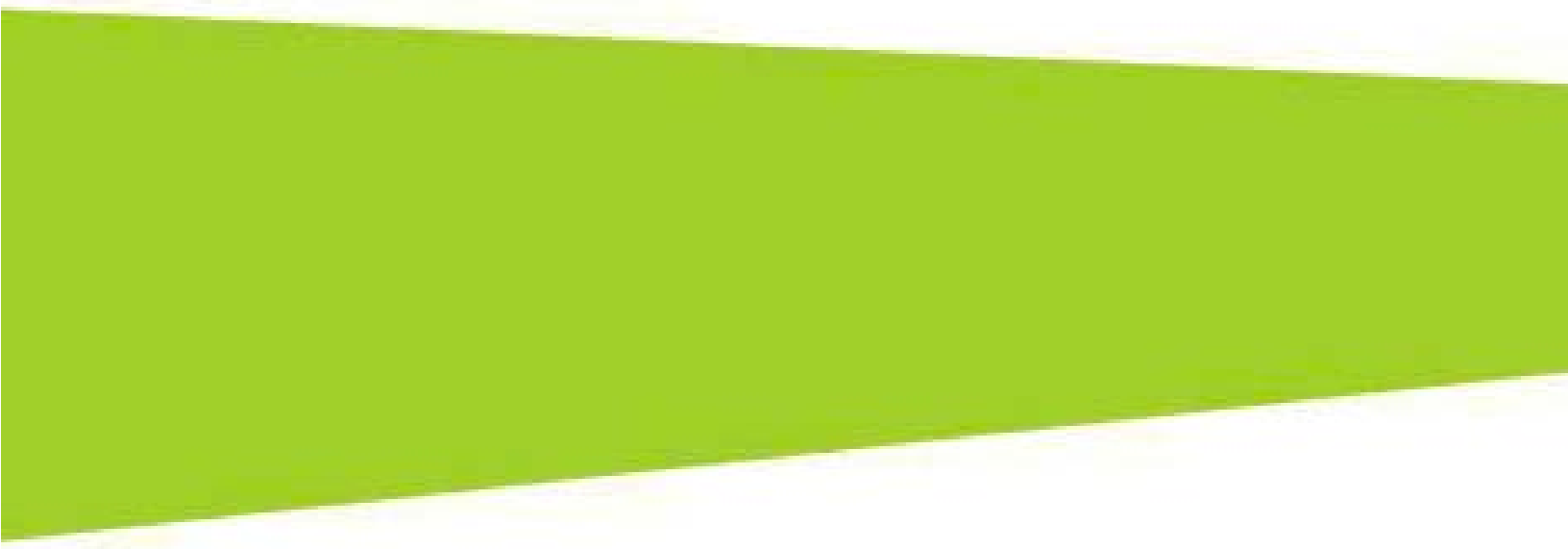


Cal-Nev-Ha Recruitment Manual 2009-2010

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I. Introduction

This manual is designed to help you gather ideas and information in order to get the most out of your recruitment strategies. Members are the single most important part of Circle K International. The Membership Development and Education Committee members hope that you gain some new ideas to help you bring in those new potential members. If you have any questions or concerns, please contact the MD&E chair at mde@cnhcirclek.org. Happy recruiting!

Christine Greve
District Membership Development & Education Chair
2009-2010

II. Tabling

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 don't 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:

- Flyers
- Sign-up sheet
- 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

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

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

Banner: Use your club banner or another one that you've made specially for tabling.

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: All people tabling should wear the club shirt so it draws 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.

Successful Tabling

Be proactive: Stand in front of the table and approach people asking them if they're interested in community service. Be sure not to just stand behind the table and wait for them to come to you. Standing, and smiling, is perceived as more approachable. Also actively pass out flyers, not just in the general area around the table.

Be clean and organized: Keep the table clear of food and drinks and keep papers and flyers neat. Have everything easily accessible and visible.

Be animated: The larger a group tabling, the larger the audience you will attract. People are drawn to others they see having fun and obviously loving 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: The personal interaction and conversation is often the catch someone needs to decide they are interested in joining. If the prospective member feels that the organization is truly interested in them as a person, they are much more open to joining. CALL all members that signed up to remind them about the first meeting.

III. Other Recruitment Ideas

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. Below are just some of the more common recruitment methods.

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 fully grasp the basic information (such as meeting time and location).

Chalking: In the lecture halls, write to 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.

Fliers: Posting on campus bulletin boards and in residence halls are a hot spot for advertisements. Bulletin boards on campus are frequently viewed by students on campus and are sure to draw interest in many students. Be sure to include vital information. Posting fliers in the residence halls is also an effective way to recruit potential members. Students living in the residence halls are able to see these fliers as they travel throughout the residence halls.

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.

Facebook: This networking tool is an easy and highly effective way to advertise your recruitment social, first meeting, etc. Simply utilize the networking power of Facebook to create event pages and have friends invite friends. Word will spread out fast!

Bring a friend day: Encourage members to bring a friend. You could use a raffle system for prizes and maybe give a member an extra raffle ticket if they bring a friend.

IV. General Meetings

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 stop attending. The most important meeting is the general meeting. The first meeting is discussed more in depth in the next section.

Preparation: The agenda (attach example) 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.

Additional Tips: 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.

V. First Meeting

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

Preparing

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 leave out any side conversations that should have been dealt with during board meetings as it disinterests the general members and alienates them since it doesn't involve them.

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 highest attendance after general meetings since the members are already there and it's a good way to get the new members active. It is critical to 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.

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 not work when you go to 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 too (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 has started and 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 come in. 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 and be in a good mood and feel more inclined to join the club. Have all board members up and about greeting and meeting 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.

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 (Kiwanians/Key Clubbers, Lieutenant Governor, any District Officers, etc.)
4. Have an icebreaker.
5. Give a more involved introduction to Circle K
 - a. Intro video incorporating the club theme for the school year
 - b. A skit
 - c. Explanation of what we do
6. Share some of the past projects you have done and introduce upcoming projects
7. Closing
 - a. 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. Here are some quick examples:

Small group icebreakers:

- Human knot
- Telephone charades
- The name game

Large group icebreakers:

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

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.

Additional Tips

First impressions: Your first impression on someone is critically important, particularly at your first meeting. You are going to have some new people who have not heard of your organization/club and it's from this first meeting where there can gauge and make a decision on whether or not it's something they see themselves joining.

- **Don't use acronyms:** Say the full names and titles. The last thing you want is someone not understanding what you're talking about.
- **Be enthusiastic:** POSITIVITY SPREADS, if you are hyped up and you're expressing yourself as you explain something, people are going to know that you care about what you're doing. Engaging your audience is what is going to keep their attention on you and the subject matter you are discussing.

- **No cliques:** You don't 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:** Don't try to sugar coat anything, get straight to the point and repeat the information when necessary.
- **First social:** Don't just go up to individuals and start telling them about your club/organization/event, ask them what their interest are, what their major is, (people love it when you listen to them when they mention things about themselves) be an active listener.
- **CHEERS!:** This may be intimidating to a few at first, but cheers are something everyone can participate in, and express a form of fellowship and togetherness.
- **Food:** People love being fed

Presented by the District MD&E Committee 2009-2010

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For more information, check out:

Circle K International Website

www.circlek.org

CNH District Website

www.cnhcirclek.org

Questions?

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