

Member Recruitment Guide #4: Medium Four-Year Residential Schools

Michigan District of Circle K



Promotional Items

Free promotional items introduce the idea of Circle K to potential members, and attention-getting or reusable items help to keep Circle K in the forefront of their minds. See the list in Member Recruitment Guide #1 for sixty-nine suggested promotional items. Use the “Pencil Drop” idea in the unique recruitment ideas article in Member Recruitment Guide #1 to raise curiosity about Circle K, and use themed promotional items – such as Hawaiian food and leis – to portray the fun side of Circle K. But keep in mind that many organizations give away promotional items, so yours will need to be different to be effective. And steer clear of giveaways of valuable items, since you don’t want to attract students for purely materialistic reasons.

Key Club Outreach

Students who were in Key Club – or Builders Club or K-Kids Club, for that matter – come to college equipped with a familiarity and loyalty to the Kiwanis family. Also, these students have a demonstrated commitment to service. Capitalize on this connection in recruiting members for your club. Contact your school’s admissions office or your district’s Kiwanis family relations chair for a list of Key Club alumni attending your school. Target these students for intense follow up, including a letter writing campaign, postcards, or e-mails. A personal touch will reinforce the idea that these Kiwanis family alumni are welcome in Circle K, but be careful, because a generic or impersonal letter may turn them off more than it would help.

Even if you are unable to get a list of Key Club alumni attending your school, you can still implement limited Key Club outreach recruitment by mentioning Key Club or the Kiwanis family in your general recruitment materials.

However, club-level outreach to students currently in Key Club for recruitment purposes may not be particularly fruitful at traditional four-year colleges and universities, because college students tend to come from high schools ranging far beyond the local community.

Input for this series of guides was obtained through an extensive survey conducted at International Convention 2001. The survey respondents included over 160 members from 27 out of the 30 districts, and represented clubs at all types of schools. The Michigan District extends its sincerest thanks to all who completed our survey.

The information in this series is intended to supplement the existing recruitment resources provided by Circle K International, some of which are listed on the final page of the Member Recruitment Guide #1. This guide contains information on recruitment methods proven to be particularly successful for your school type. Please also consult the Member Recruitment Guide #1 in this series for information on recruitment methods appropriate for all school types. Methods not discussed here or in the Member Recruitment Guide #1 may not be successful for your school type.

This guide is designed for...

Medium
Four-Year
Residential
Schools

... such as regional public universities and larger private schools. If this is not your school type, please consult the appropriate guide in this series as well as Member Recruitment Guide #1.

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Information Booth at Organizational Fair

An information booth is an excellent way to enhance awareness on campus about your Circle K club. Especially if your school has several competing student organizations, students can use as much information as possible about each organization to make the best choice, and this method provides that necessary information. Motivated students will stop to learn about Circle K's opportunities, and on a campus where students are already motivated to serve the community, that awareness may be all it takes to increase your membership. But personal contact with a recruiter and friendly follow up efforts can motivate even the most apathetic passer-by to consider Circle K. At a small or medium school, an organizational fair is likely to be busy enough to interact with a lot of people, but not so congested to inhibit one-on-one conversations with potential members. And at a primarily residential school, the large proportion of students who live on campus are likely to attend the fair.

Design a large and easily visible display for your table to attract attention from afar, and use pictures on the display board to entice students to look closer. Pictures of club activities can also be easy conversation-starters with students who stop and look. Fill out your display with your club's banner, gong, gavel, and scrapbook. Be prepared with handouts, such as the free brochures available from the international office or handouts you create yourself. Distribute candy, attach-

ing information about the next club meeting, perhaps with a witty message as discussed in the unique recruitment ideas article in Member Recruitment Guide #1. Provide sign up sheets for students who would like additional information, and try to encourage everyone who stops to talk to provide their contact information to you. You can even add fake names to the sign up sheet to make it look popular and gender-balanced – just keep track of which names are real and which are fake! Consider having sign up sheets for upcoming projects available at the booth as well.

The behavior of recruiters at your information booth can make or break the endeavor. At least two members should staff the booth at all times. Recruiters should be enthusiastic and proactive, initiating conversation with passers-by rather than waiting for them to stop and look. Without excited recruiters, an information booth is too passive to be effective. Recruiters should emphasize the fun and service aspects of Circle K, but should also be prepared to talk about leadership opportunities, the Kiwanis family, and interaction with other Circle K clubs. Ensure that the conversation with a potential member is two-way. After a brief introduction, ask the visitor about his ideas and interests, and highlight projects that fit his interests. Always remember to mention the date, time, and location of the upcoming meeting to students you talk to at the booth! For

more guidelines for recruiter behavior, see the word of mouth article and the "Come Play With Circle K" idea in the unique recruitment ideas article, both in Member Recruitment Guide #1.

Your work is not done when you take down the display. Follow up is crucial. Since the list will probably be too long for one person to handle, split up the names of potential members among several current members for individual follow up. Follow up persistently with those who signed up, through a combination of phone calls, e-mails, and newsletters.

At most types of schools, an information booth is most effective at an organizational fair, usually held at the beginning of each term. Organizational fairs are especially well-attended by freshmen, who are attractive potential members because they have years left to contribute to the club and may not be involved yet in other extracurricular activities. If your organizational fair has a large freshmen attendance, encourage students to ask general college-related questions, too. This can break the ice and initiate a friendly conversation with a recruiter. All students, freshmen or otherwise, who attend an organizational fair are there because they want to get involved with something, and even those who many not think they're looking for a service organization may become interested through talking with your recruiters at the fair.

Invitational Recruitment

Invitational recruitment refers to inviting specific students to join Circle K, usually through a letter writing campaign or other efforts more involved than simple word of mouth. Students to invite can be identified in a number of ways, including recommendations from faculty, recommendations from current members, freshmen applications that indicate Key Club membership or other significant involvement in service, or Key Club senior response cards. The effort demonstrated with a letter or other personal communication is important, and makes potential members feel special and needed. In particular, invitational recruitment is effective in influencing individual students even in an atmosphere of overall apathy, so it may succeed where other recruitment efforts fail.

Information on the Georgia District's invitational recruitment program is available in digital format along with this series. This document includes template materials which you can modify in executing your own invitational membership drive, including implementation steps, recommendation request letter to faculty member, invitation letter to attend informational meeting, application for membership, agenda for informational meeting, invitation letter to join Circle K, and thank you letter to faculty member.

Posters

Posters are a simple way to reach a wide audience with information about Circle K. Given just the basic information, many interested students will take the initiative to attend a meeting. Also, you can tailor posters to target specific audiences, such as Key Club alumni. Or, you can use detailed posters to reach out to prospective members who can't attend meetings by including information about specific upcoming projects, socials, and other events directly on the posters.

However, because posters are such a passive form of publicity, you must go to special efforts to get your posters noticed in the first place. Posters should provide a constant reminder to students about Circle K, so hang them all over campus – you can

never have too many! Hang posters on bulletin boards, on kiosks, in the corner of chalkboards, on signposts, on windows, on sidewalk surfaces, inside bathroom stalls, over water fountains, and in all areas of campus including classrooms, classroom buildings, residence halls, dining halls, and food courts. In fact, since posters are so frequently removed, covered over, or ignored, a thorough campaign could reasonably involve re-postering the same areas multiple times per week. But with all this photocopying, if your recruitment funds are limited, they might be better used on other methods.

In addition to quantity, features such as flashy designs, bright colors, or oversized paper can help your posters stand out. For other creative poster

ideas, read about the “Bra in the Men’s Room” poster, the “K-Campaign”, and the “Who Cares?” campaign, all covered in the unique recruitment ideas article in Member Recruitment Guide #1.

If your school has a large residential population, focus your postering efforts on areas in and around the residence halls or student neighborhoods; since students spend so much time there, they are likely to see the posters again and again. This can be especially during the move-in and welcome period, when students are looking for social and other opportunities and aren't yet busy with the academic year.



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