

# FLORIDA DISTRICT CIRCLE K INTERNATIONAL RECRUITMENT GUIDE

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CIRCLE K  
INTERNATIONAL  
FLORIDA DISTRICT



# UNDERSTANDING YOUR CAMPUS



Know where are the best areas to advertise to potential members

Areas may include: Student Union, Free Speech Areas, Near Freshman Dining Halls/Dorms



Advertise in ways that will gain interest for new members to come out to events.

This may include: flyers, tabling events, banners, or chalk on the sidewalks



Stay up to date on social media trends within your school.

Advertise to "Class of 2024, 2023, 2022, 2021" groups about CKI.



Make events catered towards campus interests.

This could range from a Bob Ross Painting Class to a food scarcity fundraiser to help combat homelessness in your area.

# Know Your Demographic

Not everyone on a college campus will be interested in service, fellowship, and leadership. It is your job as an organization to find the students who are.

Make marketing initiatives geared toward getting members that are interested in volunteering

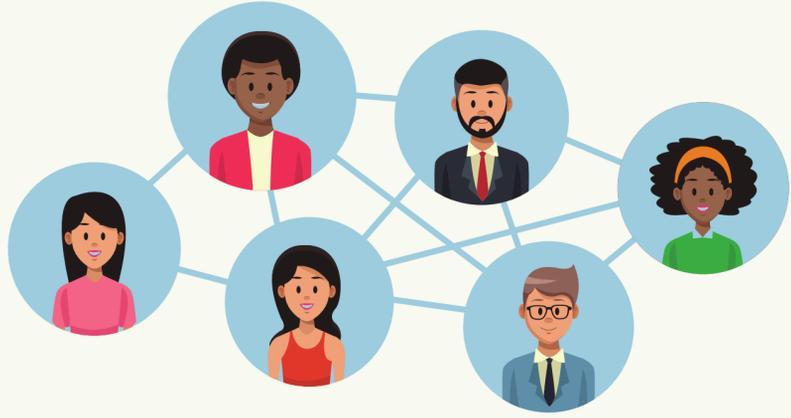
Do joint projects with organizations that have similar values as CKI

Having people come up and guess the score of a football game may gain a lot of attention, but football fans may not be interested in service.



**Create campus-wide service initiatives to get Circle K's name out on campus**





# Know your **CLUB DYNAMIC**

## Each club has different interests

- Getting Boba
- Watching the Bachelor
- Disney
- Environmental Projects

## Make events to attract members with similar interests

- Have a boba social after the meeting
- Have a Bachelor viewing night
- Have a Disney-themed meeting
- Focus on environmental service initiatives

People may be more inclined to  
come out to an event than a  
meeting



# SOCIAL MEDIA



## Facebook

Club Updates, Create FB Events for Students, Advertise on Class of 20-- Pages

Create Niche Groups (CKI Intramurals, Study Buddy Finder, Scrapbooking Group)



## Instagram

Service Events, Meetings, Socials

Action service pictures tend to get more interaction than group pictures and statement posts.

Tag members in posts



## Snapchat / Twitter

Not as frequently used among school organizations.

Snapchat is very popular, but typically is used by mainly individuals. Twitter lacks popularity compared to other platforms.



## Stay Active and Follow Trends

Keep platforms updated.

Tik Tok is becoming increasingly popular among college students.

Look into creating a club website if necessary.

# Tabling

*Tabling is one of the most common recruitment tactics. A great tabling set-up can go a long way in club growth.*

## Come Prepared

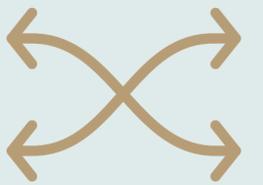
Make sure you have all of your items: tabling board, laptop, flyers, advertisement tools

Maximize your opportunity by getting early and staying late. Earlier arrivals typically get better tabling spots.



## Mix Up the Approach

Mix up how you are speaking to avoid going in "autopilot mode". Be outgoing and passionate in what you are talking about. Invite them out to an event instead of a meeting. Use bold marketing tactics to grab people's attention.



## Be Ready to Talk CKI

Make sure all members that come to table know what the game plan is to recruit. At most have 2-3 people tabling at a time. Be outgoing and put yourself out there.



## Adapt the conversation to their interests

Ask them about what they are looking for in an organization or what type of service they are interested in. Show them why CKI is a great fit for them.



## Sell the Key Club

There are a lot of former key clubbers that go to your school that may have no idea what CKI is. Make sure to advertise to them and help make the connection.



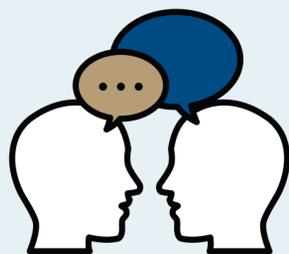
## Follow Up

Send out an email or text to the potential members within 24 hours of the interaction. Make sure to remind them of any events coming up and where they will be located. Try to keep the message personal and not just a copy and pasted message.



## Keep it conversational

Similar to a career fair, people are more likely to tune out the longer your pitch is. Keeping the interaction more conversational keeps them engaged.



**This is crucial to getting people to come out to events.**



# Retention

**Recruitment is a two part job:**

- 1. Bringing in new members**
- 2. Retaining returning members**

**It is your job as a club to create an environment that welcomes new and returning members.**

Create a welcoming environment for meetings



Keep meetings and events fun and engaging



Give new members leadership opportunities and the ability to put on their own events



Stay consistent and keep members involved



Adjust club to fit members interests and needs



Create fellowship programs like Big/Little



Encourage involvement with prizes and awards



Emphasize and increase perks of paying dues



Implement fun signature projects/events



i.e. Gift Exchange, Relay for Life, Halloween Social

# CONCLUSION

## **Service is the main goal.**

While recruitment, fellowship, and leadership are all important, service is the main focus of CKI. Make sure to consistently volunteer throughout your community and encourage new members to get involved.

## **Membership numbers are not everything.**

It can be easy to get bogged down in the numbers when you put in so much effort into recruitment. Keep in mind that a group of 20 active members can achieve more than 50 nonactive members.

## **Stay consistent in everything you do.**

A common theme in clubs is for involvement to drop after the first month into the school year. Stay consistent in recruiting, service, fellowship, and leadership to prevent members from becoming inactive. Diversify events and keep things fun.

*If you have any questions or concerns about anything recruitment or CKI related:*

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