

Recruitment and Retention

Presented by Alissa
McIntyre



What We'll Be Going Over

- **Recruitment Strategies**

- Tabeing & Elevator Pitch
- Target Audiences
- Campus Partnerships
- Key Club Recruitment

- **Retention Methods**

- Fellowship
- Leadership
- Service
- DEI Efforts

Recruitment Strategies

Labeling Strategies

- Setting Up a Successful Table
 - Meeting information readily available
 - Club merch, CKI gear, Club banner, etc
 - Sign up sheet
- Make it Memorable
 - Do a service project
 - Hand out plates, spoons, forks etc.
 - Make them the “ticket” into the first meeting

Other Labeling Tips

- Organize With Your Club
 - Understand who is responsible for labeling
 - Put teams together based on skill, energy, etc.
 - Plan weeks in advance
- Develop an Elevator Pitch
 - ~30 second description of CKI
 - What is CKI?
 - Why should they join?
 - What makes your club unique?
 - **UNDERSTAND WHAT THEY'RE LOOKING FOR**

Target Audience

- Students that need volunteer hours
 - Pre-Professional Clubs
 - Honor Societies
- Students new to campus
 - Reach out to first-year offices and advisors
 - Post on first-year social media or ask them to repost yours
- Reach out to your campus' Volunteer Services or Career Services Office
- **Find Your Niche!**

**What other
students could you
target?**

Campus Partnerships

- Reach out to orgs and clubs on campus
 - Explain CKI, why you want to connect, etc.
- Provide support for their projects and offer their members more service opportunities
 - Clubs/Orgs to partner with...
 - Active Minds
 - Campus Kitchens
 - Pre-Professional Clubs
 - Greek Life
 - Other Service Clubs

Recruitment with the Kiwanis Family

Key Club Recruitment

- Sponsor a Key Club Senior Night
 - Can be done on the District level or with local Key Clubs locally
- Send a letter “inviting” Key Club members to join CKI
- Have a sign at your table that mentions Key Club to attract past members

Kiwanis Support

- Develop Good Relationship with Sponsoring Kiwanis
 - Attend their meetings occasionally, support projects
- Invite Them To Your Club Meeting
 - Help them get a better understanding of CKI
- Kiwanis Could Help With...
 - Referring students to join CKI
 - Supporting events
 - Financial support
 - Moral support
 - ...and much more!

Other Tips and Tricks

- Talk about Member Benefits
 - District and International events and leadership, professional development, Kiwanis family
- Keep individual dues as low as possible
 - Establish a budget with your club
 - Moving to a per-member dues system (\$24)
- Benefits of CKI
 - Personal Projects
 - Connecting with Campus Community

Other Tips and Tricks

- Keep Meeting Times Regular
 - Consistency is **KEY**
 - Plan meetings during club period or best time for members
- Create a Membership Chair and a Plan for Membership Growth
 - Take what we've discussed, and apply it to your club

Retention Methods

Fellowship

- Incorporate Fellowship into Everything
 - Meetings and Service!
 - Have club meals, game night socials, coffee houses etc.
 - Formals or banquets to celebrate the year
 - Interview members via social media
- Get to know your members as people first, members second

Service and Leadership

- Allow Members to Step Up!
 - Encourage members to take on passion projects
 - Causes they are involved with
- Let Members Lead Projects
 - Delegate effectively
- Allow Members to Contribute Ideas
 - Have a form where members can submit project ideas or causes to contribute to for the year/semester

**Not An Officer? No
Problem!**

Ways To Get Involved

- Invite Friends To Meetings & Events
 - Friend Invitations Make CKI Better!
- Promote CKI In Classes
 - Ask Professor To Speak Before Class
- Engage In Activities
 - Step Up Wherever You Can
 - Ask Club Officers How You Can Contribute

Additional Resources Available
at **circlek.org/resources**

QUESTIONS?