

**FLORIDA CIRCLE K**

# MEMBERSHIP & RETENTION GUIDE



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# MEMBERSHIP AND RETENTION GUIDE

## Table of Contents

### 1. Retention Strategies

- a. Club social events
- b. Around your campus
- c. Recruiting from Key Club
- d. What is in it for members?

### 2. Problem and Solutions

- a. Member problems
- b. Recruitment problems

### 3. Implementing Ideas

### 4. Important Programs

- a. CKI Ambassador Program
- b. Two for two

### 5. Contact information



# RETENTION STRATEGIES

## Club Social Events

- Utilizing social media to promote your club (post on your own social media and encourage club members to repost)
- Having food at meetings (reach out to your Kiwanis Club for them to help purchase food items)
- Hosting school wide events with incentives (ex. Relay for Life/karaoke)
- Having interest groups (a group of people within your club passionate about a certain topic like playing board games, watching movies, etc. provides more chances to meet new people with similar interests)
- Participating in involvement fairs
- Having icebreakers during meetings
- Working with student government to see if more funding can be allotted for added incentives (some student governments give CKI clubs a few hundred dollars a semester for club events)
- Encouraging members to bring plus ones to events
- Playing music while tabling
- Hosting games or doing silly things during tabling to get people's attention (ex. pie-in-the face, cup pong, prize wheel, white board with poll, etc.)
- Having as many club events as possible to increase participation

## Around Your Campus

- Putting up flyers around campus/digital advertising if applicable at school
- Tabling in popular areas of campus and giving out free items (ex: ramen packets, a spoon to bring for an ice cream social at the next meeting, candy with a sticky note on it that has meeting details, etc.)
- Hosting joint events with other clubs
- Advertising in dorms (especially to freshman on move-in day)
- Having a pancake breakfast the next morning after move-in day in dorms put on by CKI to encourage freshmen to join CKI
- Having advisors spread the word about CKI (ask if they can send an email to all of their students, briefly mention it during their classes, etc.)
- Participating in on campus weekly tabling/market events such as Market Wednesdays (specifically at FSU, UCF)
- Participating in on campus weekly tabling/market events such as Market Wednesdays (specifically at FSU, UCF)
- Word-of-mouth (testimonials to friends)
- Having a QR Code day (wear a QR code that goes to your club website/group chat on your clothing and walk around campus)

- Using sidewalk chalk to promote CKI (ex. have little messages leading up to the meeting room, write CKI's tenets, add pictures that resemble volunteering, etc.)
- Hosting bake sales (allows your club to table and to fundraise)

### Recruiting from Key Club

- Bringing up connection to Key Club (make sure to demonstrate the CKI logo with the K so people recognize the K from Key Club)
- Having Key Clubbers fill out an email interest Google form if you present at a local Key Club event or meeting
- Personally texting people with information on CKI, reminders of upcoming events and projects, etc.
- Advertising networking as a membership benefit via Kiwanis, including the CKI-Kiwanis Mentorship Program

### What Is In It For The Members?

- Highlighting new members at every meeting
- Having guest speakers/professional development workshops on key topics during meetings (reaching out to Kiwanians to visit meetings and potentially present during these meetings)
- Promoting scholarships that you can receive as a dues-paid CKI member (there is over \$10,000 USD available to CKI members)
- Advertising on school bus system
- Advertising networking as a membership benefit via Kiwanis, including the CKI-Kiwanis Mentorship Program
- Working with student government to see if more funding can be allotted for added incentives (some student governments give CKI clubs a few hundred dollars a semester for club events)

# PROBLEMS AND SOLUTIONS

## Member Problems

**Problem:** Cliques forming within your club which prevents new members from feeling included

**Solution:** During each club meeting, have returning members spread across the room so they can talk to new members. Have an icebreaker during each meeting with randomized groups so all new members can meet other members and feel more included. Try to minimize inside jokes during meetings so new members don't feel like they are being excluded

**Problem:** Scaring new members away by immediately saying the dues cost

**Solution:** When discussing the dues cost, make sure to mention all of the benefits associated with being a dues-paid member. This includes covering club benefits such as club shirts and club activities, as well as District benefits such as attending District events, scholarships, and the Mentorship Program, along with International benefits such as the Global Leadership Certificate, CKI Alumni Network, International scholarships, and more easily lost

## Recruitment Problems

**Problem:** Only utilizing mass email marketing such as Listserv

**Solution:** Utilize multiple forms of communication for your club, such as a group chat, social media page, and email list

**Problem:** Not having an attractive tabling setup

**Solution:** Make your table colorful, fun, and unique with music, pictures, handouts, and free items. Include a game or prize at your table to encourage people to stop by

**Problem:** Hard to get prospective members to attend meetings

**Solution:** Advertise meetings through additional forms of communication and provide meeting reminders. Also, showcase the different benefits from your club meetings such as having service opportunities or professional development topics

**Problem:** Adding club information to the school portal and not having students see the information



# PROBLEMS AND SOLUTIONS

**Solution:** Since the school portal is oftentimes inaccessible, hard to update, and not something that students regularly check, make sure to promote CKI across your campus in a variety of ways. This includes having an active club social media page, hanging up posters, writing about CKI in chalk across campus, and continuously tabling throughout the whole semester

**Problem:** People passing your table while tabling without stopping

**Solution:** Have an attractive table setup showing what CKI is, have an interactive game at your table, and ask people walking past if they are interested in community service and becoming involved in their community. Make sure to not be too persistent or annoying by shoving fliers at people or try to force people to visit your table



# ***IMPLEMENTING IDEAS***

- Implement the First-Year Ambassador Program (have a first-year member responsible for promoting CKI to first-year students on campus. Learn more at <https://www.circlek.org/news/grow-leaders-and-membership-with-new-initiative>)
- Host Kindness Day event during tabling by giving out free items such as donuts or gift cards raffles by following club social media pages or joining a club group chat while continuing to promote CKI
- Ask a professor to briefly speak about CKI before a class (try to target larger freshman lecture halls to maximize impact)
- Implement raffle entries at meetings where everyone who attends the club meeting can be entered into a raffle for a prize of free CKI dues
- Have a prize wheel during tabling with different CKI themed prizes such as pens, stickers, candy, etc.
- Implement a club Big-Little program for underclassmen to be paired with upperclassman to offer mentorship and fellowship opportunities
- To promote member retention and engagement, implement a point system to incentivize attending meetings and events. You can create levels of “active membership” with various incentives such as recognition, prizes, discounts on convention registrations, etc.
- Host a new member social/mixer within the first couple weeks of the semester to allow for all new members to meet each other and learn more about CKI
- Implement holiday themed events to recruit new members (examples can include hiding CKI Easter eggs around campus with goodies inside, hiding a four leaf clover on campus with a prize for St. Patrick’s Day, etc.)
- Advertise CKI to freshman parents specifically during orientations/parent weekend/move-in days. Your club can help with student move-in and provide water bottles to students/parents to help promote CKI to new students and their parents

# ***IMPLEMENTING IDEAS***

- During your tabling events, have animals at your table to attract students. This can include having members bring their own animals or partnering with a service animal association on campus
- Create a club promotional video to put on social media that showcases the different activities that your club engages in
- Have CKI Alumni members at various club events and meetings to discuss professional topics and engage with current club members
- Have class representatives within your CKI (one from each grade whose job is to recruit members from their year)
- Reach out to professors, especially your faculty advisor, to see if they will offer extra credit to those who attend club meeting
- Have service projects at your meetings to increase meeting attendance (make sure to promote the service project in advance)
- Implement bead bracelet/craft making during tabling to give students a reason to stop by your table
- In addition to having club icebreakers, have small group bonding activities during meetings to allow for all members to meet each other and promote fellowship





# IMPORTANT PROGRAMS

A CKI first-year ambassador is appointed by club presidents to market and promote Circle K International (CKI) to other first-year students on campus. They are responsible for recruitment, retention, and member education efforts, especially in first-year student areas like residence halls. Serving as nonvoting members of the club's board, ambassadors coordinate recruitment events, track engagement, and organize social activities. Weekly duties include attending club meetings, promoting CKI, and reaching out to less engaged members. Monthly duties involve attending board meetings, advocating for first-year concerns, and planning major recruitment efforts. Annually, ambassadors help achieve membership goals, maintain contact with prospective and current members, and develop marketing materials, holding at least one recruitment event per semester.



## **CKI Ambassador Program**

The "Two for Two" program by Kiwanis International is an initiative designed to encourage club members to invite new people to join their local Kiwanis clubs. The concept is simple: each member is encouraged to bring two prospective members to two club meetings or events. This program aims to boost membership, strengthen clubs, and expand the reach of Kiwanis's service and community impact.

By introducing new individuals to the club in this structured manner, existing members can demonstrate the benefits and impact of Kiwanis, potentially inspiring new members to join and contribute to the organization's mission of serving children and communities around the world.



## **Two for Two Program**

**CONTACT US!**

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**DISTRICT GOVERNOR JOSE:**

**GOVERNOR@FLORIDACIRCLEK.ORG**

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**<https://floridacirclek.org/>**

