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The biggest issue in recruitment & retention is finding out what members want. These are just ideas to get your mind working and to connect people together. In the end your club should strive to cater to its members wants and needs so always account for what they want and work on events, programs, meetings etc. that cater to them.

Types of Recruitment

- Social Media
 - Facebook
 - Groups vs. Pages
 - Groups are more for privatizing information it builds a community as people can talk and interact on it though they require more administration
 - Pages are more for marketing and posts by a page can be brought to the top of a newsfeed though they have to be “liked” and are less personal.
 - Event Pages
 - Use these to invite members to big events and your bigger meetings (your first few and any special meetings, elections etc.)
 - Don't use event pages for everything as people will
 - Get board members and others to invite members to the event page.
 - Statuses and Profile/Cover Pictures
 - These are things that you can spread. Have your board members/members switch their profile/cover pictures to promotional pictures of your club/event.
 - Tabling/Flyering
 - Create an eye-catching flyer that has information about CKI and your meeting/events.
 - Use incentives to get people to talk to you and come to your table.
 - Prize Wheel, candy, pizza etc.
 - Create a poster/display board that shows pictures about what your club is about.
 - Wear club shirts while tabling to show club unity.
 - Make sure to go up to prospective members and talk to them.
 - Come up with your 30 second – 1 minute “What is Circle K” Speech.
 - Talk about how we're an international organization with many facets
 - Have 1-2 events that your club has that are symbolic

- Ask them what kind of events they like and have examples that fit those categories.
- Ask them what they want in college and connect it to Circle K.

Meetings

- Make your meeting exciting, if members are having fun they will come back to CKI and check out your events.
 - Play videos
 - Have good icebreakers
 - Have a meeting theme
 - This gives members something to dress up to, something for the PowerPoint presentation, and something that can SPICE up your meeting.
 - School Pride, Skittles Theme, Talk Show, Trash/Recycling, Superheroes etc.
 - Don't overwhelm members with too much information at once!
 - Split your first three meetings into CKI 101, 201 and 301. Format and introduce parts of CKI slowly to them.
 - Don't make a dry meeting with only information have fun activities too. Members are there to meet each other and have fun too!
- Make your content concise and present it in a fun way
 - Announce events with skits
 - Sound inviting and friendly when talking
 - Have board members and members talk about events and other things. Mix-it up and have multiple people talking.
- Talk to members!
 - Get your board members to sit separately and mix-in with members, greeting them as they come in.
- Have recognition for members at meetings. (Member of the Week/Month etc.)

Examples of Retention Programs

- Mentor/Mentees or Bigs/Littles
 - Recommended for both large and small clubs
 - Pair up older members with newer members of similar personalities as Mentors/Mentees.
 - Provide assignments for them to complete together early in the program.
 - Take a picture together, eat somewhere, go do something neither of you have done before. Etc.
 - This provides older and younger member retention.
- Family Systems
 - Recommended for large clubs
 - Split up your members into "families" led by two family heads (could be board members or older members)
 - Have them run socials, and events for interaction.
 - Family Heads should work to build unity in their family and unity in the club as a whole.
 - Host family competitions and other events to get them all together.