

Workshops coordinated by the Member Relations
Committee and developed by the CNH District



HOW TO RECRUIT AND RETAIN MEMBERS

Presented by Vivian Li

*30 VS 300 – YOUR **GUIDE TO GROWTH***

INCLUSIVENESS

- Welcome the new members!
- They're probably a whole lot shyer than you are, so be nice, not intimidating- don't scare them off!
- Key Club is a place where anyone belongs, treat everyone with respect and sincerity and you'll be shown the same in return.



RECRUITMENT vs. RETENTION

- **Balance is Key!**
 - **Retention:** Keeping members interested and active at events so they come back to do more service.
 - **Recruitment:** Appealing to everyone and getting them to attend meetings.
- Don't just focus on gaining more members, focus on gaining *dedicated* members.
- Remember: You want members that will *stay active*.

WHEN RECRUITING...

ASK, 'WHY KEY CLUB?'

- *Why should I join Key Club rather than another well known service club?*
 - Remember, not everyone is going to be impressed by Key Club facts.
 - Highlight the *local* as well as *district* events your Key Club does.

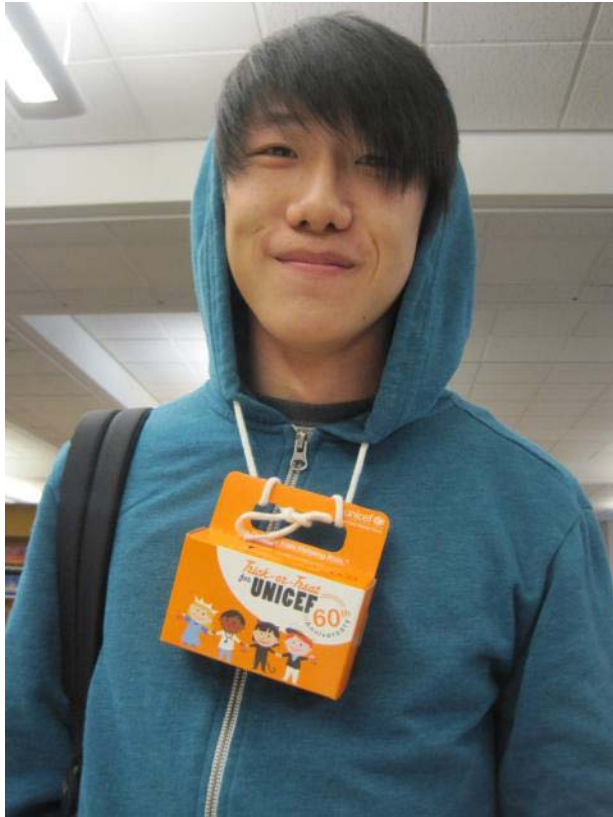


ADVERTISING

- Freshman Orientation
 - Pass out info cards/flyers
 - Pass out incentives, such as candy
 - Have the spirited members really go all out and show them how fun it is - but **don't** scare the underclassmen off!
- Food Faire
 - Sell one staple food that people will associate Key Club with
 - Make sure you have sign up sheets to *recruit* and have active members there to *represent* as well



REPRESENTATION



- *Use your active members to recruit...*
 - Be **LOUD**: Shout, jump around, go crazy.
 - Be **SPIRITED**: Yell out cheers, and represent your division by wearing divisional colors
 - Be **ASSERTIVE**: Encourage friends and peers to come to a meeting; *don't be afraid to put yourself out there!*

POSTERS & FLYERS

- Be **Big, Bold, and Beautiful.**
- If you put time and effort into your posters, people *will* notice.
- Use your divisional mascot - *it's sometimes adorable, other times distinctive, and catches everyone's attention!*
- Put them everywhere - *even behind bathroom stalls!*

KEY CLUB D30N

WHAT IS KEY CLUB?
KEY CLUB IS THE HIGH SCHOOL BRANCH OF KIWANIS INTERNATIONAL, AND CONTINUES ITS MISSION BY HELPING THE CHILDREN OF THE WORLD. KEY CLUB MEMBERS HELP CLEAN PARKS, RUN FOOD DRIVES, AND A NUMBER OF OTHER COMMUNITY SERVICE PROJECTS. ASIDE FROM HELPING THE COMMUNITY, KEY CLUB MEMBERS GAIN AN UNDERSTANDING OF THE DUTIES OF A LEADER WITH KIWANIS HOSTED CONFERENCES AND WORKSHOPS.

MISSION STATEMENT
KEY CLUB IS AN INTERNATIONAL STUDENT-LED ORGANIZATION WHICH PROVIDES ITS MEMBERS WITH OPPORTUNITIES TO PROVIDE SERVICE, BUILD CHARACTER AND DEVELOP LEADERSHIP.

WHY KEY CLUB?

1. **IT** LOOKS GREAT ON COLLEGE APPLICATIONS
2. **TO** HELP OUT THE COMMUNITY YOU LIVE IN
3. **MEET** NEW PEOPLE FROM ALL OVER THE STATE AND NATION.
4. **GAIN** LEADERSHIP EXPERIENCE AS LEADERS OF YOUR COMMUNITY AND SCHOOL.
5. **BECOME** THE CHANGE **YOU** WANT TO SEE IN THE **WORLD.**

JOIN NOW!

PAST EVENTS

THE D30N RHINOS AT DCON 2010 IN SACRAMENTO, CALIFORNIA

THE D30N SUNNY HILLS FLAG FLOWS AT THE 2010 BEACH BOONDA & SOCIAL INVOLVING HUNDREDS OF KEY CLUBBERS FROM SOUTHERN CALIFORNIA

THE D30N RHINOS AT THE 2010 OFFICER TRAINING CONFERENCE

SCHOOL SPONSORED EVENTS

- These are great ways to spread the word since the entire school population is there.
- If your school allows it, you can also sell food and KC merchandise!
- Ask your ASB if they need volunteers as well, you can help out at football games, dances...the possibilities are endless.



TECHNOLOGY



- Advertise on Facebook, Tumblr, Twitter, *good ol' email*, and your school website
- Event reminders (*events must be ERF approved*) via FB status/event page/group, the school's PA system and Tumblr
- Text (*Messaging*) Reminders

ICEBREAKERS

- Use them at meetings and socials so members can get to know each other
- **Examples:** Baby I love you, Ninja, Rock-Paper-Scissor Line, I love my neighbor, etc
- Encourage shy members to play as well, make them feel loved and included!



SOCIALS

- *Host socials to...*
- **Examples:**
 - BBQs after beach cleanups
 - Ice-cream socials in the summer to remind members to continue doing service in the summer
 - Host a dance as a fundraiser
 - Awake-a-thon
- Don't just talk during meetings, incorporate service!
 - Have a mini card making event, make sandwiches for the homeless, etc.



DIVISIONAL/DISTRICT EVENTS

- Encourage members to attend Divisional Council Meetings to learn more about Key Club and interact with other members
- Advertise...
 - **Regional Training Conference:** *It's an exciting and fun learning experience and chance to meet new people.*
 - **Fall Rally:** *Who can say no to amusement parks?*
 - **District Convention:** *Well, you're already here!*

Retaining Members

How do I keep members active?

- Appeal to their interests and schedules!
- Get to know your members as friends, they'll have more incentive to attend events if their friends are present
- Have a variety of big and small events



Seniors

What do I do about seniors that don't want to attend events after they turn in their service slips?

- Remind them about graduation stoles
- 50 hours minimum!
- Offer a Senior Breakfast as a congratulatory perk and have underclassmen help serve food.



Get feedback

- “Old Business”
- Ask members to fill out surveys about club performance from time to time
- Ask members what *you* can do to make meetings and events more fun or interesting
- Put yourself in their shoes



Quality vs. Quantity

What you want is not a large number of members but of service hours.

Goals for Retention

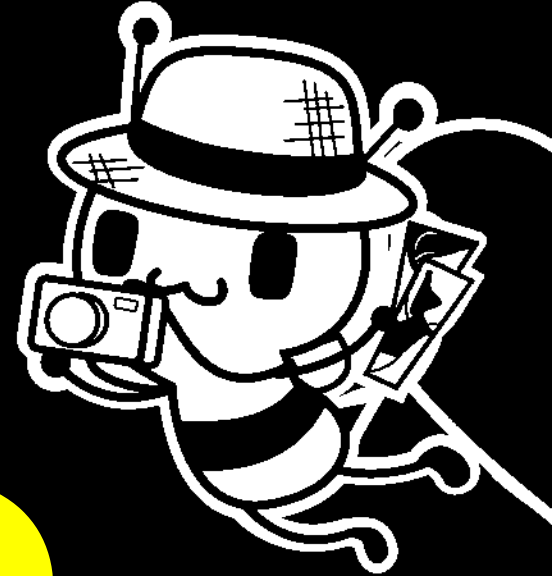
What can *you* do for your club?

- How many members do you think your club would thrive with?
- Is your club going to fun service projects?
- Are members returning to do more service?
- Are you and your members happy?



QUESTIONS COMMENTS OR CONCERNS

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Thank you for listening!

If you should have any questions, please feel free to contact me at

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