



CKI

Circle K International

**New Member Recruitment
NJ District Circle K 2010-2011**



Publicity

It is important to advertise Circle K to your college community. Use catchy phrases to spark interests. Make sure all posters and fliers include:

- The CKI Name
- Event
- Logo
- Date and Time
- Location
- Contact Information
- Tell everyone they are welcome!

It is important to target the freshman! They are the future of Circle K. If your school has Welcome Week bags see if you can put a flier in there!

Ideas for Recruitment:

- **Word of mouth** is my favorite way. You can tell potential new members all the benefits of joining Circle K!
- **Sign Up Tables-** Make sure you are present at the table. Get the person's name and e-mail. You can hand out something small that they can remember you by; such has as water bottle with your contact information.
- **MAKE SURE TO WEAR YOUR CIRCLE K GEAR!**
- Table Tents
- Mass E-mails
- Fliers
- Chalking
- Newspaper Ads
- Bookmarks
- Radio Announcements
- Banner
- Talk to pass Key Clubbers
- Host a social event to increase club bonding!
- Write of student's white boards

Recruitment Program

What is a Recruitment Program?

- This is defined by the club. It is an event that is geared in increasing membership. You want to try to keep members coming back. It could be a social, leadership, or a service event. You do not have to advertise it as a "Recruitment Event." You can call it an Open House, Meet and Greet, or an Information Session. Try to put in the effort of trying to remember the names of the people that attend

Self Analysis

Before you can recruitment it is important to reflect on what Circle K means to you. See if you can answer these questions?

- Why did I join Circle K?
- When did I join Circle K?
- What did I do at my first recruitment program?
- How did I find out about the recruitment program?
- How can I improve the recruitment program?
- Did I have any hesitations about joining Circle K?
- What are some fun stories that I can recall about being a member?

Talk to past freshmen and see what got them hooked!

Do not forget to look at the back cover for additional ideas!

To Come:
Ice breaker ideas to use at the first meeting!

Any questions?
Contact NJ District
Membership Develop &
Benefits Chair
Hope Fine
Fine2@tcnj.edu

What Has Worked in the Past for Our District

TCNJ

- Add a post to the incoming class's Facebook group
- Informational meeting after activities fair
- Have them join committees
- Do service at a meeting to hook them in

Rutgers

- Have food and service at the first meeting
- Get free kits and materials at:

<http://store.kiwanis.org/p-1093-cki-introductory-kit.aspx>

<http://store.kiwanis.org/p-1026-cki-poster-11-x-17.aspx>

Brookdale

- Food! Let them have a "taste" of what Circle K is all about
- Table in the student center during lunch hour
- Have a bright colored table and bright colored fliers

Rowan

- Take advantage of the school's daily e-mails and weekly calendar

Rider

- Have a service social, such as making PB& J for a local soup kitchen
- Utilize Facebook
- Tell them about the Kiwanis family. Many incoming freshmen are familiar with Key Club

Kean

- Encourage members to bring friends to meetings
- Do workshops and service at meetings
- Tell members Circle K has a flexible volunteer schedule!



a Kiwanis-family member
www.circlek.org