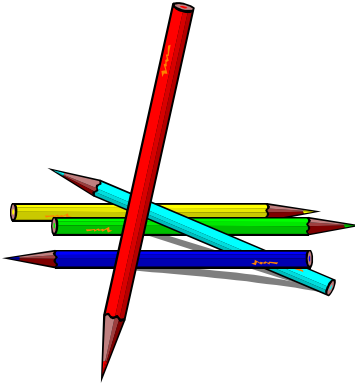


Member Recruitment Guide #2: Large Four-Year Residential Schools

Michigan District of Circle K



Promotional Items



Free promotional items introduce the idea of Circle K to potential members, and attention-getting or reusable items help to keep Circle K in the forefront of their minds. See the list in Member Recruitment Guide #1 for sixty-nine suggested promotional items. Use the “Pencil Drop” idea in the unique recruitment ideas article in Member Recruitment

Guide #1 to raise curiosity about Circle K, and use themed promotional items – such as Hawaiian food and leis – to portray the fun side of Circle K.



But keep in mind that many organizations give away promotional items, so yours will need to be different to be effective. And steer clear of giveaways of valuable items, since you don’t want to attract students for purely materialistic reasons.



This guide is designed for...

Large Four-Year
Residential
Schools

... such as flagship public universities. If this is not your school type, please consult the appropriate guide in this series as well as Member Recruitment Guide #1.

Inside this guide:

Promotional Items	1
Information Booth at Fair	2
Invitational Recruitment	2
Mass Meeting	3
Mailbox Inserts	3

Input for this series of guides was obtained through an extensive survey conducted at International Convention 2001. The survey respondents included over 160 members from 27 out of the 30 districts, and represented clubs at all types of schools. The Michigan District extends its sincerest thanks to all who completed our survey.

The information in this series is intended to supplement the existing recruitment resources provided by Circle K International, some of which are listed on the final page of the Member Recruitment Guide #1. This guide contains information on recruitment methods proven to be particularly successful for your school type. Please also consult the Member Recruitment Guide #1 in this series for information on recruitment methods appropriate for all school types. Methods not discussed here or in the Member Recruitment Guide #1 may not be successful for your school type.

Information Booth at Organizational Fair

An information booth is an excellent way to enhance awareness on campus about your Circle K club. Especially if your school has several competing student organizations, students can use as much information as possible about each organization to make the best choice, and this method provides that necessary information. Motivated students will stop to learn about Circle K's opportunities, and on a campus where students are already motivated to serve the community, that awareness may be all it takes to increase your membership. But personal contact with a recruiter and friendly follow up efforts can motivate even the most apathetic passer-by to consider Circle K. At a large school, an information booth is particularly effective because it allows you to efficiently reach large numbers of students. And at a primarily residential school, the large proportion of students who live on campus are likely to attend the fair.

Design a large and easily visible display for your table to attract attention from afar, and use pictures on the display board to entice students to look closer. Pictures of club activities can also be easy conversation-starters with students who stop and look. Fill out your display with your club's banner, gong, gavel, and scrapbook. Be prepared with handouts, such as the free brochures available from the international office or handouts you create yourself. Distribute candy, attaching information about the next club meet-

ing, perhaps with a witty message as discussed in the unique recruitment ideas article in Member Recruitment Guide #1. Provide sign up sheets for students who would like additional information, and try to encourage everyone who stops to talk to provide their contact information to you. You can even add fake names to the sign up sheet to make it look popular and gender-balanced – just keep track of which names are real and which are fake! Consider having sign up sheets for upcoming projects available at the booth as well.

The behavior of recruiters at your information booth can make or break the endeavor. At least two members should staff the booth at all times. Recruiters should be enthusiastic and proactive, initiating conversation with passers-by rather than waiting for them to stop and look. Without excited recruiters, an information booth is too passive to be effective. Recruiters should emphasize the fun and service aspects of Circle K, but should also be prepared to talk about leadership opportunities, the Kiwanis family, and interaction with other Circle K clubs. Ensure that the conversation with a potential member is two-way. After a brief introduction, ask the visitor about his ideas and interests, and highlight projects that fit his interests. Always remember to mention the date, time, and location of the upcoming meeting to students you talk to at the booth! For more guidelines for recruiter behavior,

see the word of mouth article and the "Come Play With Circle K" idea in the unique recruitment ideas article, both in Member Recruitment Guide #1.

Your work is not done when you take down the display. Follow up is crucial. Since the list will probably be too long for one person to handle, split up the names of potential members among several current members for individual follow up. Follow up persistently with those who signed up, through a combination of phone calls, e-mails, and newsletters.

At most types of schools, an information booth is most effective at an organizational fair, usually held at the beginning of each term. Organizational fairs are especially well-attended by freshmen, who are attractive potential members because they have years left to contribute to the club and may not be involved yet in other extracurricular activities. If your organizational fair has a large freshmen attendance, encourage students to ask general college-related questions, too. This can break the ice and initiate a friendly conversation with a recruiter. All students, freshmen or otherwise, who attend an organizational fair are there because they want to get involved with something, and even those who many not think they're looking for a service organization may become interested through talking with your recruiters at the fair.

Invitational Recruitment

Invitational recruitment refers to inviting specific students to join Circle K, usually through a letter writing campaign or other efforts more involved than simple word of mouth. Students to invite can be identified in a number of ways, including recommendations from faculty, recommendations from current members, freshmen applications that indicate Key Club membership or other significant involvement in service, or Key Club senior response cards. The effort demonstrated with a letter or other personal communication is important, and makes potential members feel special and needed. In particular, invitational recruitment is effective in influencing individual students even in an atmosphere of overall apathy, so it may succeed where other recruitment efforts fail.

Information on the Georgia District's invitational recruitment program is available in digital format along with this series. This document includes template materials which you can modify in executing your own invitational membership drive, including implementation steps, recommendation request letter to faculty member, invitation letter to attend informational meeting, application for membership, agenda for informational meeting, invitation letter to join Circle K, and thank you letter to faculty member.

Mass Meeting

The mass meeting is a critical element of the recruitment process at most schools, and is often the culmination of a membership drive. Of course, to be effective, the mass meeting must be preceded by publicity through several other techniques, such as those discussed elsewhere in this series.

At the mass meeting, your club is able to disseminate more detailed information than through any of the other means of publicity. And the mass meeting is an opportunity for potential members to interact with enthusiastic members, and perhaps to feel welcomed during the awkward discomfort of being a new student. Not only should you inform and welcome potential members about Circle K, but you should also provide ways for them to have their questions answered and to become involved right away.

The mass meeting should be enjoyable as well as informative for a potential member, even if that means significantly altering the regular format of your meetings. Tailor the atmosphere of your mass meeting to the sentiment of students on campus. Will students at your school be attracted by a fun social atmosphere? By an earnest, reflective focus on service? By an ambitious, go-getter climate? Design your mass meeting to reflect the aspects of Circle K that you think will be most attractive to attendees.

Mailbox Inserts

Students generally love to get mail, but are often bombarded with several mailings from student organizations. By following some important guidelines, you can ensure that your mailbox insert is an effective recruitment tool. To get students' attention among the mass of white papers in their mailboxes, print your mailing on colorful paper. Also, try to time your mailing so that students will receive it either very early in the semester – before the deluge of mail from competing student organizations – or a day or two before a club meeting so that they remember to attend. Keep the text concise so that students will read it, but complement it with good layout and design. Remember that many residential students may already be very involved in extracurricular activities, so either

try to target freshmen or make your mailing that much more appealing.

Avoid sending frequent mailings, or else they could annoy more students than they attract. Also, overcome the impersonal nature of mass mailings by having your current members sign mailings before they are delivered.

Save money by using a quarter-sheet format and by utilizing the campus mail system or residence hall mailboxes as much as possible. It may be possible to prepare stacks of mailbox

inserts for mailroom staffers to insert in students' boxes, either for free or for a small service charge. Mailbox inserts and campus mail are particularly efficient at a large residential school because you can easily reach out to a large proportion of the student population with one effort.

While you're at it, send special mailings to current members to encourage them to continue their involvement!

Template mailings for both potential members and current members are available in digital format along with this series. Each template is available in both Adobe Pagemaker and MS Word format, along with a ZIP file of special fonts which is necessary to open the documents.



Michigan District of Circle K
Member Recruitment Series
Fall 2001