

Member Recruitment Guide #3: Large Four-Year Suitcase Schools

Michigan District of Circle K



Persistence

With so many organizations to compete with on a large campus, persistence in recruitment is imperative. A student may indicate interest in dozens of clubs at an organizational fair, but will probably only get involved in a few. If you don't follow up with him, Circle K will be one of the organizations he cuts from his list. But find a careful balance between keen persistence and overzealousness, which can be offensive, intimidating, or annoying if taken too far. The best way to ensure that your efforts are not inappropriate is to target only students who have previously expressed an interest, such as signing up on an interest sheet or contacting your club. That way, at least your efforts are not unsolicited. Also, you may be able to get away with more intensive efforts early in the semester and during rush periods, when all student groups are recruiting aggressively, and with new students who may be more open to your advances.

Advisors

Faculty advisors can be effective mouthpieces for Circle K, especially if they teach large classes and can reach a lot of students. Encourage your faculty advisor to speak to his classes about Circle K, to allow members to speak to his classes, or to post Circle K information on the chalkboard. Depending on the nature of the course, he may even be able to grant course credit to students for participation in Circle K projects. Publicity from faculty advisors reaches all students equally well, even those who live off campus or spend their free days out of town. Faculty



advisors can also recommend students for Circle K to target with invitational recruitment efforts.

This guide is designed for...

Large Four-Year
Suitcase
Schools

... such as flagship public universities. "Suitcase" refers to a campus where students primarily live on or near campus during the week but generally spend weekends and other free days out of town. If this is not your school type, please consult the appropriate guide in this series as well as Member Recruitment Guide #1.

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.

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Information Booth on Campus

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 organi-



zations, 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.

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 meeting, 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 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 this type of school, an information booth is most effective when held separately from an organizational fair. Due to student schedules, organizational fairs may not be well-attended, but when you organize your booth separately you can choose a time and location that you think will reach the most students. To draw attention to your booth when held separately from an organizational fair, use service-related mascots such as **Clifford the Big Red Dog** or **Smokey Bear**.



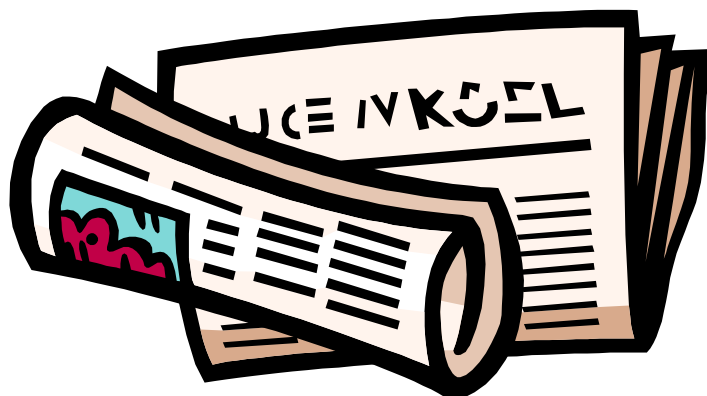
Students may be hesitant to stop and talk to you at a lone booth on campus, which means you must work harder to find a balance between being friendly and enthusiastic but not intimidating.

Student Newspaper Advertisements

Student newspaper advertisements are another way to disseminate advance information about upcoming meetings and activities to a large audience. You can even use an advertisement to invite potential members to participate in an upcoming project. For student newspaper advertisements, use large print and keep the information concise. Be mindful about the time of the semester that the advertisement will be run and the advertisement's placement in the newspaper. For the greatest effect, run advertisements on an ongoing basis.

Student Newspaper Articles

Student newspaper articles can be used to discuss your club's activities in more detail than an advertisement. The newspaper might accept pre-written articles or press releases from club members, or they might provide a student reporter to attend your event and prepare the article. Articles highlighting the service activities of your club help indirectly with recruitment because they raise visibility of your club on campus and inform readers what Circle K is. For the greatest effect, try to have articles at multiple times during the year, perhaps about different upcoming activities or different aspects of the club.



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Member Recruitment Series
Fall 2001