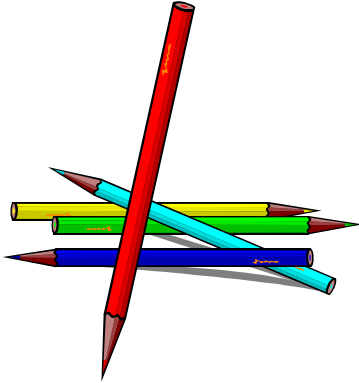


Member Recruitment Guide #6: Small Four-Year Schools

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...

Small Four-Year Schools

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

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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 small or medium school, an organizational fair is likely to be busy enough to interact with a lot of people, but not so congested to inhibit one-on-one conversations with potential members. 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 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 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.

Banners

One or two prominently displayed banners can easily reach most of the student body on a small campus. Post your banner in a high-traffic location, and create an eye-catching design so that it stands out from those posted by other student organizations. To save money, design your banner so that it can be re-used throughout the year with only slight modifications. But before posting a banner, consult with the administration about campus facility regulations.

High Profile Events

On small campuses, high profile events can draw a lot of attention to a club, and indirectly help with recruitment. Major service events – such as a food drive, charity walk, or sports tournament – can simultaneously increase visibility of Circle K and demonstrate to the campus and community the service work that Circle K does. Publicity efforts at other types of high profile campus or community events, such as festivals or sports events, may not be effective since so many competing organizations also attempt to publicize there.

To enhance the effectiveness of this method, plan a major service event that will appeal to students from certain academic programs, such as a Special Olympics project for education and psychology students, and use this as a vehicle for targeted recruitment of these students into your club. Or, volunteer for events planned by other community organizations when free publicity is involved, such as working the telephone lines for a highly televised call-in fundraiser.

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.



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