

# KEY SOLUTIONS

## KEY CLUB MEMBERSHIP RESOURCES

### Recruitment suggestions

#### People join people

There is no secret formula to adding members to your club's roster. Membership growth takes work, determination, creativity and enthusiasm. If you have meaningful service, members will want to join and most importantly will want to stay. Remember people join people. The majority of members in the Kiwanis family joined because they were asked by a friend or because a specific person inspired them to join.

#### Recruit 365 days a year

Membership is open to all students and club members should always be on the lookout for students who would make good Key Clubbers, year round. However, Key Club International recommends that your club have at least two organized membership drives: one occurring at the beginning of your school year and one occurring at the end of your school year. Having the second membership drive is very important as it will strengthen your club in the summer, so it will be in full operation when school starts.

### Three steps to club growth and more meaningful service

#### Step one: Establish recruitment goals

Anticipate your club's manpower needs. Does your club participate in regularly scheduled projects that require a certain number of man-hours for completion? Are there projects that your club has set aside due to a lack of members?

Consider the history of your club's membership. Has your club experienced steady and sufficient growth? Have the members expanded their contribution to the school and community?

Establishing performance standards for individual members through the use of a point system can help prospective members (along with present members) realize the emphasis Key Club places on participation. Such standards would also allow the club to highlight the accomplishments of the club's go-getters. A sample point system can be found at [www.keyclub.org](http://www.keyclub.org).

*New club top tip:* Don't just settle for 15 members, the minimum to build the club, the more members right off the more attractive the club will be for others to join.

#### Step two: Develop a prospect list

Remember that caring and sincerity are key words in your search for new members. Look for students with a desire to serve. Freshmen and sophomore representatives should be given top priority because they are the future of any Key Club and are too often overlooked by older club members.

Get input from your principal, guidance counselors, teachers and fellow club members. They might know names of students interested in joining an organization like Key Club. Try to increase your membership with students from a variety of backgrounds to provide diversity to your club. Some people are not interested in joining Key Club, but they may have some friends they would like to recommend.

*New club top tip:* Find core members from various groups within the school. If you pull members only from one class level, you will limit your potential opportunities. The perception will exist Key Club is for one type of student, when really it is for everyone.

#### Step three: Educate members how to approach potential members

Various methods can be used in approaching prospective members. Many clubs open their membership to all interested students, and by means of posters, school announcements and displays at orientation meetings, invite interested students to attend an informational meeting. Hanging posters and flyers in areas where students congregate is very important. You cannot over advertise a meeting. Make sure the word is out.

But sometimes membership is difficult to build at certain times through the year. Using a "gimmick" to provide incentives for people might help get people to the informational meeting. Advertise this gimmick to encourage attendance. A gimmick can be anything from building the biggest banana split to drawing for free tickets to an upcoming school event. While you have the prospects at the meeting, make sure you provide information about Key Club in a motivating and exciting manner.

A social gathering might also provide a casual but entertaining evening for club prospects. Perhaps a swim party at the beginning of the school year for all members and new prospects could be held to get the word out about Key Club. Make the event fun, but informative.

Sell the service and leadership. Make sure potential members know and understand what type of unique service and leadership opportunities Key Club has.

*New club top tip:* Get surrounding clubs to come help recruit and train members to grow their membership.

### Suggestions for a successful membership drive

- **Advertise.** Make sure that for whatever formats your club chooses to recruit new members that the entire student body is aware of it. Posters, flyers, table tents in the lunchroom, e-mail, announcements, school newsletters, bulletin boards, electronic bulletin boards and personal contact should all be used to get the word out about an upcoming Key Club recruitment event.
- **Be organized.** Planning an informational membership event, regardless of whether or not it is a social or formal event, needs to be thorough and done well in advance. Involve your club officers and as many members as possible. Establish a timetable. Arrange for the facilities, refreshments and all outside assistance.
- **Get help from outside sources.** The club can contact the division's lieutenant governor for ideas. Perhaps a district officer would be available to speak at the meeting.
- **Arrange for transportation.** This is probably the most overlooked aspect of membership. Assign upperclassmen to a transportation committee to provide transportation for those students who have difficulty making meetings and projects outside of school hours.
- **Invite students to join.** After the informational aspects of your membership event are completed, present a membership application to each prospect. Avoid high-pressured salesmanship, but make sure you do ask all prospects to join the club. Follow up on all prospects and assess from their responses how successful your events/meetings have been in recruitment.
- **Assign duties to new members.** Students who join the club should be formally inducted at an installation meeting. They should be assigned specific duties within the club immediately. It is important for new members to feel useful and needed. Don't over do it, though, as you don't want your new members to experience burnout.
- **Involve all members.** All members, new and old, should know exactly how they fit into the club's structure. All members are important-all should be involved in committees and projects that rely on their participation. The viability of the club depends on the involvement of the total membership, and it's best to start new members out right.

### Sample membership form

Applications should be printed and passed out at the end of the first informational meeting to all prospective members. Many different types of applications can be used depending on what information you want to know about your prospective members. Outside of name, address, grade, phone, e-mail and texting capabilities, the list below gives you some guidance to developing your own membership form.

1. What service projects are you interested in?
2. What are your interests?
3. What organizations do you now belong to or have you belonged to? List any offices held.
4. What out of school activities do you participate in?
5. Why do you want to join Key Club?
6. Do you have or would you need transportation to projects or meetings?
7. Do you have a friend who wants to join, as well? If so, please provide his/her name.

### Additional membership recruitment tools

The supplies department of Kiwanis International carries a complete line of Key Club supplies. You will be able to order tri-fold brochures, a graphic standards CD, marketing posters and a new marketing video along with other Key Club related supplies, such as your favorite Key Club shirt. Download resources or shop at [www.keyclub.org](http://www.keyclub.org).



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