

KEY SOLUTIONS

KEY CLUB MEMBERSHIP RESOURCES

Membership recruitment

There is no secret formula to adding members to your club's roster. Membership development is a challenge - it takes work, determination, creativity, and enthusiasm. But, most important, it takes a plan.

Although club members should always be on the lookout for students who would make good Key Clubbers, Key Club International recommends that your club have two membership drives: one occurring at the beginning of your school year, *the fall drive*, and one occurring at the end of your school year, *the spring drive*. The reason for suggesting a membership drive in the spring, as well as in the fall, is very important. It will strengthen your club in the summer, so it will be in full operation when school starts.

To ensure the success of your club's effort, review and implement the following guidelines.

How can you approach new 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.

Membership should remain open to all students. Some clubs set limits on the number of members allowed, but a club that establishes a membership quota not only denies prospective members the opportunity to serve, but limits the scope and amount of service the club can provide as well. The argument that a large membership is harder to work with and more difficult to monitor is refuted by the many clubs with more than 100 members that can boast an active membership with a successful service record.

Establish 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 later in this document.

There is a growing demand for people to address the needs of the community.

Key Club can help meet that demand.

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.

Understanding why growth is vital

Although more than one-fourth of Key Club international's total membership graduates annually, this is just one justification for a membership drive.

Growth produces new talent, brainpower, and manpower. Growth boosts the club toward greater and more significant school and community service. Growth gives a club a greater ability to raise funds for charities and community service work.

Suggestions for a successful membership drive

- **Establish Goals.** Determine, as a club or as a board, the number of new members you are striving for. Provide incentives for present members for bringing new members.
- **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 overdo it, though, as you don't want your new members to experience burnout.
- **The club structure.** 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 agenda for meeting with prospective members

- Call to Order - President
- Pledge - Member
- Introduction of Guests and General Welcome - Membership Chairperson
- Key Club, A General Overview - President
- Key Club's Relationship to Kiwanis - Kiwanis Advisor
- Key Club's Relationship to School - Faculty Advisor
- Experiences Unique to Key Club - Member
- Service Projects Performed in The Past - Member
- Structure of Key Club International - District or Club Officer
- District and International Conventions - Member (who has attended)
- What Key Club Means to Me - Member
- Video/PowerPoint: Utilize the Major Emphasis Program CD, On-line Video Magazine or create your own slideshow with photos and footage of club service projects.
- Adjournment for refreshments

- Invitation for prospective members to join or come back for additional education on the Key Club program and induction into the club.
- Final Adjournment

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.

Sample Membership Form

Name, address, grade, phone, email, texting capabilities

In answering the following questions, please be sincere and honest with yourself and the membership of this club.

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. List any honors or special achievements you have received, explain:
5. What "out of school" activities do you participate in?
6. Why do you want to join Key Club and what can you contribute if you do join?
7. Do you have or would you need transportation to projects or meetings?
8. Do you have a friend who wants to join, as well?
9. If so, give his/her name
10. It is our aim to get to know you as well as possible through this application. With this in mind, please list any concerns, experiences, or anything else you would want us to know.

Additional Membership Recruitment Resources

- **Public relations 101:** www.keyclub.org
- **Key Club tri-fold brochures**
- **Graphic standards CD**
- **On-line Video Magazine:** Short videos explaining Key Club's structure, programs, service, and purpose. www.keyclub.org.
- **Major Emphasis Program CD:** Videos, PowerPoint presentations, and additional resources highlighting Key Club Service Partners and Service Initiative.
- **Key Club marketing posters:** A four-color poster to recruit new members and announce service projects and meetings.
- **Key Club marketing video:** Coming soon in late 2009.

Supplies: Kiwanis Family Store

The Supplies Department of Kiwanis International carries a complete line of Key Club supplies. Catalogs are available upon request or order on-line, keyclub.org. You will be able to order member pins, certificates, posters, and other Key Club related supplies.

a Kiwanis-family member
www.keyclub.org

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 USA
 1-317-875-8755 • US AND CANADA: 1-800-KIWANIS • E-Mail: keyclub@kiwanis.org