

# Get the CKI Word Out!

A **huge** part of recruitment is getting information out about **who we are** as an organization. To make people **familiar** with what Circle K is (and not just the gas station) we need to **pique their interest** and help them realize that Circle K is **awesome!** Here are *techniques* to promote Circle K on your campuses:

1. **Word of mouth:** Never underestimate good old face-to-face verbal communication. This one seems obvious, but it can be easily overlooked. Be sure to:



- **Talk one on one:** Tell your roommates, classmates and friends about events your club is hosting, the fun you've had in the past, and membership benefits.
- **Multiply your efforts:** If each member talks to a handful of friends about Circle K, and each of their friends talks to a few friends, and so on. . . you can reach a lot more people.
- **Get the word out to groups:** You've likely had or are planning to have an interest meeting to introduce potential members—that's great! But don't forget to ask members to make announcements about Circle K to their sororities/fraternities, sports teammates, or other organizations on campus.

2. **Print media:** Provide something tangible that people can take home with them when presenting information about your club. To make flyers, brochures and posters effective:



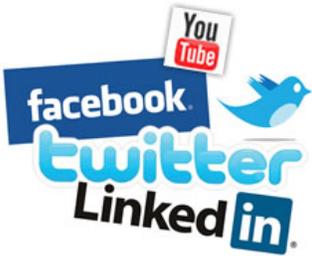
- **Keep text short, simple and legible:** In today's fast-paced culture, people don't read as much in one sitting as in the past. Keep text simple; communicate only key points. Avoid flowery language – be clear and concise. Get to the point!
- **Use appropriate fonts** at readable sizes, and use large headlines. Avoid “reversing” fonts on light colored backgrounds. Create contrast between the text and the page.
- **Make it “pop:”** You've got to stand out in cluttered environments with many other flyers and posters. Print on colorful paper, use bold graphics, an interesting photo or drawing – always making sure the art supports the message. Think of the tone of the image as well as the text.
- **Location, location, location:** Context matters as much as content. Put plenty of posters in strategic, high-traffic areas on campus – your cafeteria, student center, residence halls and anywhere students congregate. Get approval for locations before posting.

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- **Get recruits on-board with a tri-board:** Create a big statement about your club at a recruitment drive or your school's organizations fair. Active, interesting and even quirky photos of members having fun at socials or service projects will attract interest and potential members—as long as photos are approved by subjects and appropriately representative of Circle K.

### 3. **Online media:** Everyone's online, so promote Circle K membership there too. Here's how:

- **Website:** You may find it useful to keep a club website to get information out to new or potential members, K-family members, or anyone else. Like anything else on the Internet, keep it as up-to-date as possible.
- **Facebook:** Keep your club's Facebook page current, and recruitment events and contact information prominently displayed. Encourage members to post recruitment information and reminders on their individual pages and fun, appropriate pictures of your activities and events.
- **Twitter:** Update your club's Twitter profile, asking members to retweet recruitment information. Promote hash tags for online buzz on campus.
- **Photos:** Share exciting event photos through Instagram or other programs. Present your club appropriately, and get permissions from subjects.



No matter **how** you spread the word about **Circle K**, remember the **basics**:

1. **Keep it simple.** Better to make a few points clearly than confuse your audience
2. **Keep your audience in mind.** Most of your promotional materials will be aimed at students. But as you promote different specific events, projects, and fundraisers in the larger community, don't forget your key audience. What's their motivation?
3. **Be enthusiastic!** Convey the energy and excitement of your club. If you don't seem to care, others won't, either. Show some enthusiasm if you want to attract new members!

**Good luck recruiting!**

[www.georgiacirclek.org](http://www.georgiacirclek.org)