

Recruitment Program



What is a recruitment program?

A recruitment program can be an event that defines a club. It is an event that is completely geared toward new membership. At this event, your club will be able to show off its benefits and success stories. In this short period of time you are trying to get members “hooked” on that which is dear to so many of us. It is therefore a noble job, for without new members we would have no future. So be proud in planning this event.

****Note:** Not ALL information sessions are called “recruitment programs.” Call it whatever you want; the bottom line is you want to recruit and educate!

Examples: Open House, Meet and Greet, Information Session

Self analysis

Before planning begins it is important to reflect on CKI and you. Understanding this relationship will help mold the Recruitment Program, or any event, more toward the new members. These questions should help with that reflection:

1. Why did I join CKI?
2. When did I join CKI?
3. What did I enjoy at my first Recruitment Program?
4. How did I find out about the Recruitment Program?
5. What didn't I like about CKI, and how can we fix this?
6. What made me decide to be a member? Was it a person, an event, etc.?
7. What hesitations did I have about joining, and how were these later tackled?
8. What are some fun stories that I recall about being a member?

Remember the answers to these questions when you are planning and publicizing your event.

Recruitment Program Planning Form

Title of Recruitment Program: _____

Individual(s) Responsible for Coordinating Program: _____

Target Audience: _____

How many new members do you hope to recruit through this program? _____

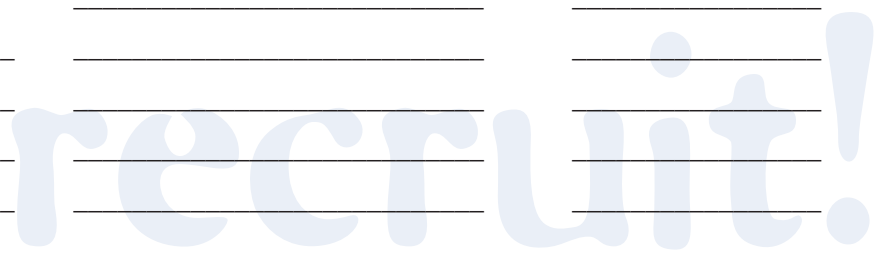
Date of Program: _____

Location of Program: _____

Time of Program: _____

Publicity Checklist

Type of Publicity	Individual(s) Responsible	Distribution Date
____ Fliers	_____	_____
____ Table Tents	_____	_____
____ Newspaper Ads	_____	_____
____ Posters	_____	_____
____ Brochures	_____	_____
____ Banners	_____	_____
____ Radio Announcements	_____	_____
____ Press Releases	_____	_____
____ Photographer	_____	_____
____ Invitations	_____	_____
____ Chalking Blackboards	_____	_____
____ Creating Displays	_____	_____
____ Other _____	_____	_____
____ Other _____	_____	_____
____ Other _____	_____	_____
____ Other _____	_____	_____
____ Other _____	_____	_____



Recruitment Program Planning Form

Task	Individual Responsible	Deadline
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Are there special guests who should be invited (including District Board members, sponsoring Kiwanis club, or school officials)? _____

Is there a speaker who needs to be secured? Do they know what they are speaking about?

Planning

- Set up a table at the entrance to pass out CKI information.
- Pass out a calendar of upcoming events.
- Have a sign-up sheet for all upcoming events.
- Have the friendliest members at the entrance table.
- Have all of the members mingle with the potential members.
- Give the dates, times, meeting places, and brief descriptions of any upcoming events.
- Meet as many people as possible.
- Personally invite as many members as you can to an upcoming project you are planning to attend.
- Get to know the potential members.
- Have snacks, candy, or food.
- Wear CKI apparel.
- Smile.
- FOLLOW-UP!



Resources

Check resources needed for the program (be sure to note how much is needed):

- _____ agenda
- _____ club calendar
- _____ name tags
- _____ masking tape
- _____ scissors
- _____ scratch paper
- _____ visual aids
- _____ pens and markers
- _____ newsprint paper
- _____ banner, gavel, and gong
- _____ audiovisual equipment (specify) _____
- _____ brochures (specify) _____
- _____ informational literature (specify) _____
- _____ other _____
- _____ other _____
- _____ other _____
- _____ other _____
- _____ other _____
- _____ other _____

Recruitment Program Do's and Don'ts

Do...

- Have your location all set up the way you want it to appear before your guests arrive. Have snacks out and your welcome table all prepared.
- Get the name, address, phone number, and e-mail address of all who attend your event. This will help you follow up with them afterwards.
- Hand out agendas after members give their information.
- Wear name tags.
- Remember recruitment is only making friends.
- Learn the art of a friendly smile and firm handshake.
- Be yourself, and behave in a courteous, polite manner. Smile!
- Relate opportunities and involvement offered by CKI.
- Share the district and international perspective (without overloading them with information).
- Be positive about CKI and yourself.
- Point out the accomplishments of your club.
- Wear pins and clothing that show CKI spirit.
- Be honest. If you don't know the answer to a question, admit it, and then find the answer.
- Have guests do most of the talking.
- Listen to what your guest has to say.
- Be aware of your reactions to the potential member and how the conversation is flowing.
- Let the potential member know you enjoyed visiting with him/her.
- Give a friendly good-bye and "see you soon!" (or similar)
- Make sure the guests know the who, what where, when, why, and how of the club.
- Let guests know when and where meetings are held.
- Follow-up!!!

Don't...

- Congregate in large groups.
- Forget that the guest knows very little about CKI.
- Forget that you don't get a second chance to make a first impression!
- Apologize for your club's weak points.
- Leave a guest by themselves at any time.
- Stick together! Move around, talk with new people.
- Wait to be introduced; introduce yourself.
- Criticize other members.
- Run the Recruitment Program as a formal meeting.
- Dress up.
- Monopolizing the conversation.
- Speak in acronyms! If they do come up, be sure to explain what they mean.
- Place emphasis or mention dues.
- Have current members huddle together.
- Talk negatively about other members or other potential members.
- Bring up the full history of CKI (save it for the educational meeting).
- Start clean up right away.
- Leave until all potential members are gone.

How to Sell CKI to Potential Members

Many of the lessons taught to sales professionals apply to the recruitment of new members into CKI. During recruitment drives, each CKI member should consider himself or herself a salesperson.

A good CKI salesperson ...

- Knows CKI International's history, its organizational structure, club goals and achievements, and opportunities available through membership.
- Can explain the benefits of lifelong friendships, international affiliation, scholarship assistance, and opportunities for personal growth, leadership development, and professional development.
- Understands and can explain the membership requirements and financial obligations associated with membership.
- Is willing to seek out potential members to invite them to participate in club activities.
- Will get to know the potential member's needs and interests, as well as their hesitations and can share how the club can meet those needs and interests.
- Reviews and knows facts about the CKI club and international organization.
- Is enthusiastic about their membership in CKI.
- Believes in CKI's mission, is proud to be a member of CKI and wears the CKI logo on T-shirts and pins, and knows he or she will be able to inform anybody about CKI because he or she is prepared to sell CKI.

Sample Questions to Ask Potential Members

- What do you hope to gain by getting involved in an organization?
- Are there certain experiences you hope a club will offer?
- Are there certain skills you want to develop to help you in your major, or are there certain skills that you want to share with an organization?
- What interests/hobbies do you have?
- Do you have any questions you want to ask me about membership in CKI?

How to Say Goodbye

Having trouble finding the right words to leave with a potential member, try one of these phrases:

- "I'm so glad I've had this opportunity to meet you."
- "I have enjoyed our conversation."
- "I have enjoyed your company."
- "I hope you have had a good time."
- "It has been a pleasure to talk to you."
- "It has been fun talking/visiting with you."
- "I look forward to working with/seeing you again soon."

Following the Recruitment Program

The recruitment program is key, but what is the point if you lose half of your club in the following three meetings? You want them to come back. Here are some suggestions for member retention.

- Give a phone call to those who came.
- Pass out raffle tickets and present a prize at the next meeting for those who bring the raffle ticket back.
- Set up a Big K/Little K program right away and have your "biggs" get in contact with their "littles."
- Send an invitation to those who came inviting them to come to the next meeting.
- Show them that CKI is fun.
- Make meetings fun.
- Reward members for accomplishments, such as have a member of the month.
- Respect and seek everyone's opinions.
- Educate!