



A GUIDE TO MEMBERSHIP RECRUITMENT



PRINT IT, POST IT


*Advertisement is truly Key when recruiting new members.
People cannot join a club that they don't know about!*

Key Club International Recruitment Posters

The Key Club International Website provides plenty of pre-made, eye-catching designs that you can print and hang around your school. Check them out!



Join **KEY CLUB** *serve the world*




What is Key Club?
Key Club is an International Service organization that works to better homes, schools, and communities.

Why should I join?

- Easy way to get involved!
- Service hours!
- Fun volunteer events!
- Rewarding service!
- Make new friends!
- Fun meetings!
- Low or high commitment!

How to Join!
Key Club meetings occur every Thursday morning at 7:25am in the aux gym, starting September 12th.
Bring \$20 and a registration form to a Key Club meeting or to Mr. Blaha's room before September 27th at 3:09pm!



Design your own recruitment poster!

Every Key Club is different. Designing your own poster can allow you to tell members more about what makes your own Key Club unique.

COMMUNICATION IS ESSENTIAL

USE YOUR RESOURCES!

There are so many different platforms that you can use to make announcements. Use any and all of them to spread your message! Just a few examples of the different platforms you might use include...

- *School announcements*
- *School social media accounts*
- *Club social media accounts*
- *Newspaper/School Newspaper*

RECRUIT PERSONALLY

Reaching out to individuals and encouraging them to join Key Club can be extremely effective because it allows you to make a connection with potential members. Some ways you can do this include....

- *Freshman Orientation Recruiting*
- *Running an info table during lunch*
- *Having a Key Club Info Night*
- *Delivering personal invites*

ENGAGE YOUR MEMBERS

You've made it to your first meeting of the year. Now what? Now, you must ensure that your members are excited for the club and want to continue participation.

SERVICE PROJECTS

Hosting a service project at your first few Key Club meetings can get your members excited about the volunteering they will do throughout the year. Here are a few you can try!

- *School supply kits*
- *Lunch packing for food shelters*
- *School trash cleanup*
- *Teacher appreciation goodies*
- *Socktober*
- *Pet toys for humane societies*

MEETING INCENTIVE

Give your members a reason to come to meetings. Telling them what you have in store at your meeting can excite members.

- *Provide bagels and coffee for morning meetings*
- *Host team bonding activities*
- *Give extra points for certain meetings*
- *Bring in a guest speaker*

ENGAGE YOUR MEMBERS

(cont.)

SERVICE EVENTS RIGHT AWAY

The volunteer events that you offer really can have an impact on how much your members decide to volunteer. Some fun opportunities you can have for your members include:

- *Trick or Treat for UNICEF*
- *School bake sales*
- *Holiday Caroling*
- *Local elementary school events*
- *Bell Ringing*
- *Food pantry organization*

VOLUNTEER INCENTIVE

You can give give members specific reasons to volunteer.

- *Give awards (ex. most involved freshman)*
- *Offer levels of membership for the more involved members*
- *Member of the month*
- *Design a point system*

RECRUITMENT RESOURCES

ON YOUR MARK, GET SET, RECRUIT

10 REASONS TO JOIN

RECRUITMENT POSTERS

CUSTOM RECRUITMENT POSTER

MEMBERSHIP GROWTH AND RETENTION TACTICS