

>>THIS WEEK'S TOPIC: The School Expo <<

Prepping for your time to shine

School is beginning soon, and with the new classes, expensive books, and reunions with friends you haven't seen for a summer, comes the great big **activities fair**. Rows and rows of student groups line up to grab the attention of college students, many of them freshmen.

Why should I participate in this expo?

This is the **largest opportunity** for you and your club to advertise and recruit new members. Most of the attendants will be students who are looking for a group to join. Potential new members will practically be filing down past you. This is something you and your club do not want to miss

How do I stand out?

With all the other colorful flyers and free pens or t-shirts out there, it's hard to compete

- **Engage:** This is the most important rule. Have someone stand in front of the table instead of behind it to talk to students as they walk by
- **Attract:** Put up large poster boards or banners with large pictures, so students can see what CKI is all about!
- **Inform:** Think of creative ways for potential members to learn more about CKI. Attach meeting info onto lollipops, pens, cups, etc.

What should I promote?

It is great to promote the three tenets of Circle K International and spew out mission statements and goals, but abstract ideas won't attract new members. Be sure to include concrete details:

- Service projects are you offering
- Meeting time and location
- Expectations from members who join
- Where to go for more information

