



Circle K International

>>THIS WEEK'S TOPIC:

## Male Recruitment Strategies <<

Resource #8 - August 17<sup>th</sup>, 2011

Many Circle K clubs have expressed concerns about strategies to recruit male members. As a result, the Membership Development and Education Committee have compiled a list of strategies that can accomplish this. Keep in mind that these strategies can be tweaked and be used for regular recruitment.

### Invitational Membership:

#### *Six Step Program:*

1. Ask your faculty members to nominate 3-5 male students that they feel would benefit by being a member of a club dedicated to community service and leadership development. If your school is very large or if you have a freshman seminar or class, you may want to target those professors.
2. Send letters to these male students informing them of their nomination including the *name* of the faculty member that nominated them, and invite them to join Circle K. This is very important as the faculty member is in their “sphere of influence” and your invitation to them to join Circle K will be more meaningful.
3. Arrange a special meeting for all of the nominees to learn more about Circle K so that they can become members. You should mention this meeting in the invitation discussed in point #2 above. Discuss your club projects, membership requirements, and club structure. Try to have an interclub from the sponsoring Kiwanis club to show support for the club.
4. Ask the nominees to become members by giving them membership applications. You **must** make them apply for membership in order for this process to be successful. If you give them, the impression that just everyone can get in then the value of the faculty nomination diminished.

5. Schedule an induction ceremony and present each of the new members with a pin and membership card. Get them involved in the club through service projects and district/K-family events. Make sure that the new members know that you are glad they are in Circle K.

Make sure that thank you notes are sent to the faculty members who give you nominations so they will be willing to help when you ask again in the future. You may even want to invite them to the induction ceremony. Templates for the letters mentioned are attached in a separate file.

## Partnerships:

### *Description:*

Collaborate with a fraternity, or other campus club with a large male population for a service project. Having two or more groups together can increase the amount of work that can be done on a service project as well as introduce your club to another group of students. Most fraternities are required to do a certain amount of service each year so they will, more than likely, be glad to help out. Even if this does not help you gain members, it will help with your project.

### *Contact Information:*

Contact another club or Greek organization

### *Involvement Needed:*

You will need the majority of your club to participate in this event.

## Email Exchange

### *Description:*

Most clubs have large email lists to which they send information. If you ask a fraternity or a club/organization with a large male population, to trade information, you can give them a copy of your email list and they will in turn give you a copy of theirs. With this arrangement, there should be a stipulation that only one email is allowed, this way your members will not be bombarded with emails. You can then send an email of invitation to the members of the other club.

### *Contact Information:*

Contact another club or organization. The club president is probably the best person to contact.

### *Involvement Needed:*

This should only take one club member to complete, and it will most likely fall under the job of the club secretary.

## Admission Control

### *Description:*

Most colleges have a record of the clubs that students were involved in during high school. An officer in your club should set up a meeting with the admissions office. During this meeting, they should introduce Circle K and explain its connection to Key Club. Explain that you are trying to reach out to other Kiwanis family members, and would appreciate a list of past Key Club members who are male. Going through your Faculty Advisor could also be helpful. Divide this list among some Circle K members (or a committee if you choose to go that route). Call or email each male on the list separately and invited to your meetings. You may also want to give them the names of one or two other members in case they need a ride.

### *Contact Information:*

Set up an appointment with someone in the admissions office.

**Note:** A good idea could be to go through your faculty advisor. Some admissions office may not want to provide this information directly to students.

### *Involvement Needed:*

You will need a group of 5-10 members to complete this project (possibly more depending on the size of the list).

## B.Y.O.B (Bring Your Old Buddy)

### *Description:*

This can be a modified version of a Bring-a-Friend Program. Challenge your members to bring a male friend to a meeting, service project, or any CKI event and be entered into a draw for a cool prize. A good way to do this is to have a monthly drawing. Prizes could include a gift certificate/card to the coffee shop on campus, Krispy Kreme or a local grocery store etc.

### *Contact Information:*

Contact a local grocery store to get gift cards/certificate donated for this event.

### *Involvement Needed:*

Encourage all your members to participate. It can be fun and exciting.