



## Recruitment suggestions

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### **People join people**

There is no secret formula to adding members to your club's roster. Membership growth takes work, determination, creativity and enthusiasm. If you have meaningful service, members will want to join and most importantly will want to stay. Remember people join people. The majority of members in the Kiwanis family joined because they were asked by a friend or because a specific person inspired them to join.

### **Recruit 365 days a year**

Membership is open to all students and club members should always be on the lookout for students who would make a good Builders Clubber, year round. However, Builders Club International recommends that your club have at least two organized membership drives: one occurring at the beginning of your school year and one occurring at the end of your school year. Having the second membership drive is very important as it will strengthen your club in the summer, so it will be in full operation when school starts.

### **Three steps to club growth and more meaningful service**

#### **Step one: Establish recruitment goals**

Anticipate your club's manpower needs. Does your club participate in regularly scheduled projects that require a certain number of man-hours for completion? Are there projects that your club has set aside due to a lack of members?

Consider the history of your club's membership. Has your club experienced steady and sufficient growth? Have the members expanded their contribution to the school and community?

*New club top tip:* Don't just settle for 15 members, the minimum to build the club, the more members right off the more attractive the club will be for others to join.

#### **Step two: Develop a prospect list**

Remember that caring and sincerity are key words in your search for new members. Look for students with a desire to serve. Don't forget to include students from younger grade levels, "the new kid" that just moved this year, or kids that don't seem overly interested – you never know until you ask!

Get input from your principal, guidance counselors, teachers and fellow club members. They might know names of students interested in joining an organization like Builders Club. Try to increase your membership with students from a variety of backgrounds to provide diversity to your club. Some people are not interested in joining Builders Club, but they may have some friends they would like to recommend.

*New club top tip:* Find core members from various groups within the school. If you pull members only from one grade level, you will limit your potential opportunities.

#### **Step three: Educate members how to approach potential members**

Various methods can be used in approaching prospective members. Many clubs open their membership to all interested students by hanging posters, making school announcements and inviting interested students to attend an informational meeting. Hanging posters and flyers in areas where students congregate is very important. You cannot over advertise a meeting. Make sure the word is out.

But sometimes membership is difficult to build at certain times through the year. Using a "gimmick" to provide incentives for people might help get people to the informational meeting. Advertise this gimmick to encourage attendance. A gimmick can be anything

from building the biggest banana split to drawing for free tickets to an upcoming school event or gift card. While you have the prospects at the meeting, make sure you provide information about Builders Club in a motivating and exciting manner.

A social gathering might also provide a casual but entertaining evening for club prospects. Perhaps a swim party at the beginning of the school year for all members and new prospects could be held to get the word out about Builders Club. Make the event fun, but informative.

Don't forget to focus and sell the service and leadership. Make sure potential members know and understand what type of unique service and leadership opportunities Builders Club has.

*New club top tip:* Don't forget to ask newly joined members to invite their friends to join as well!

### Suggestions for a successful membership drive

- **Advertise.** Make sure, whatever formats your club chooses to recruit new members, that the entire student body is aware of it. Posters, flyers, table tents in the lunchroom, email, announcements, school newsletters, bulletin boards, electronic bulletin boards and personal contact should all be used to get the word out about an upcoming Builders Club recruitment event.
- **Be organized.** Planning an informational membership event, regardless of whether or not it is a social or formal event, needs to be thorough and done well in advance. Involve your club officers and as many members as possible. Establish a timetable. Arrange for the facilities, refreshments and all outside assistance.
- **Get help from outside sources.** Don't forget to utilize your Kiwanis club advisor and faculty advisor to help plan the recruitment event and build your prospect list.
- **Arrange for transportation.** This is probably the most overlooked aspect of membership. Many times students can't join because they don't have a way to make it to meetings or service events. Make sure and organize carpooling options or work with your Kiwanis club advisor and faculty advisor to see if there are other options.
- **Invite students to join.** After the informational aspects of your membership event are completed, make sure ask all prospects to join the club. Don't pressure them, but follow up on all prospects and assess from their responses how successful your events/meetings have been in recruiting new members.
- **Assign duties to new members.** Students who join the club should be formally inducted at an installation meeting. They should be assigned specific duties within the club immediately. It is important for new members to feel useful and needed. Don't overdo it, though, as you don't want your new members to experience burnout.
- **Involve all members.** All members, new and old, should know exactly how they fit into the club's structure. All members are important and should be involved in committees and projects that rely on their participation. The viability of the club depends on the involvement of the total membership.

### Sample membership form

Applications should be printed and passed out at the end of the informational meeting to all prospective members. Many different types of applications can be used depending on what information you want to know about your prospective members. Outside of name, address, grade, phone, email and texting capabilities, the list below gives you some guidance to developing your own membership form.

1. What service projects are you interested in?
2. What are your interests?
3. What organizations do you now belong to or have you belonged to? List any offices held.
4. What out of school activities do you participate in?
5. Why do you want to join Builders Club?
6. Do you have or would you need transportation to projects or meetings?
7. Do you have a friend who wants to join, as well? If so, please provide his/her name.

### Additional membership recruitment tools

The supplies department of Kiwanis International carries a complete line of Builders Club supplies. You will be able to order tri-fold brochures, marketing posters, recruitment flyers along with other Builders Club related supplies, such as your favorite Builders Club shirt. Download resources or shop at [www.BuildersClub.org](http://www.BuildersClub.org).