

# Key Club Recruitment Guide

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Membership Requirement Committee





# Overview



## What is this guide

This guide was formed to assist you in recruiting new members for Key Club. Many ideas were taken from different people and put in this one presentation for you to have easy access to. Please utilize these resources and incorporate them into your club!

## The benefits of using it

By utilizing this resource, you can effectively recruit new members. It also gives examples you may not have thought of and examples of correct ways to do things. Using this resource will allow you to recruit members in professional and creative ways.

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# Freshman Orientation Table



## Information Table - Calendar

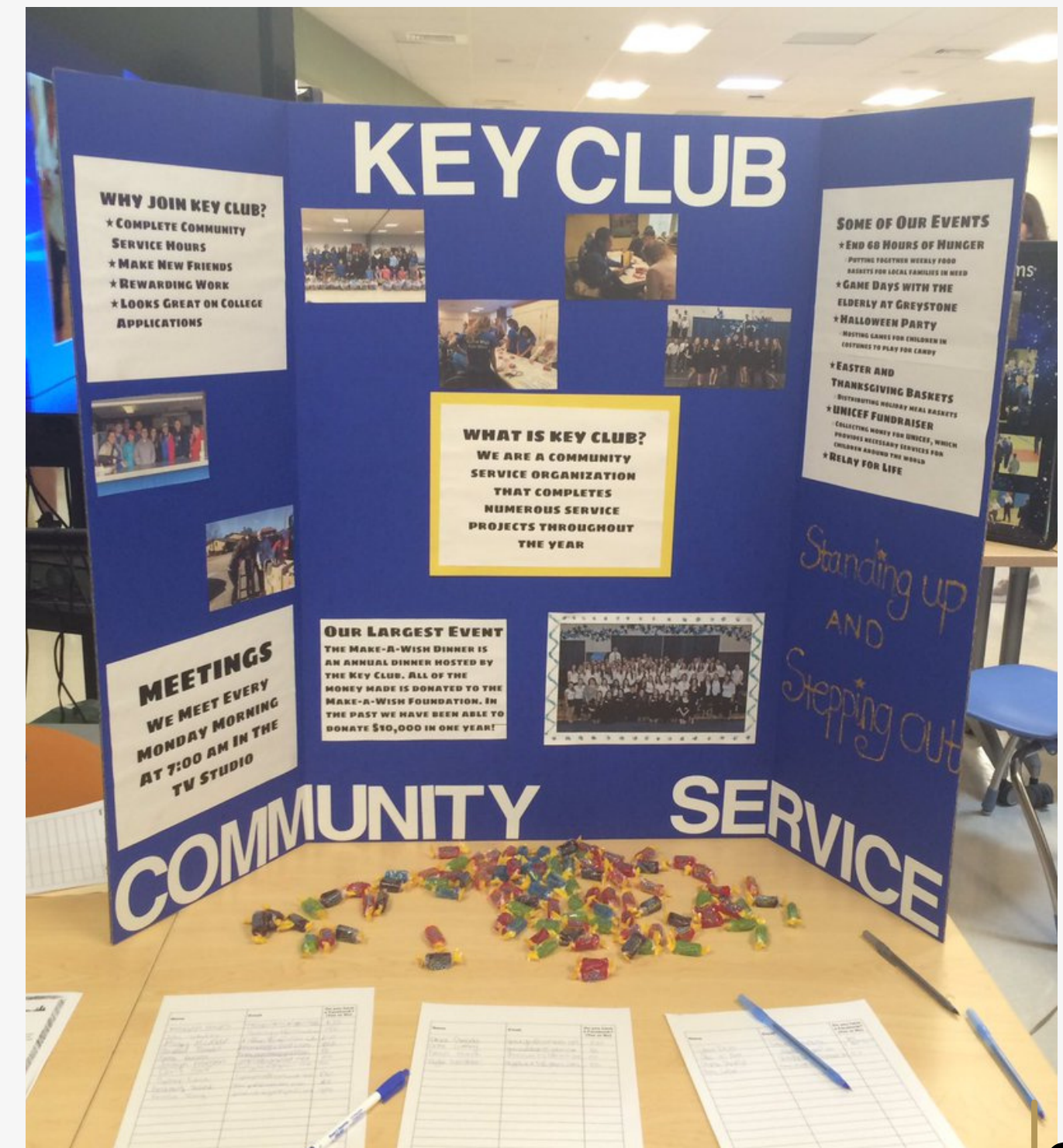
Prospective members would love to see the expected meeting dates well in advance before committing to a club! Having a tentative calendar ready to display during Freshman Orientation is very important and allows the students to know if they will be able to commit to Key Club. If you have any idea of when service opportunities may be offered, the calendar is a great place to mark them down.

## Information Table - Overview and Service

Having a page filled with basic summarized information about Key Club and what we stand for is always a great idea!

## Some things aspects of Key Club to include would be:

- Our mission statement
- We are student led
- We are a global organization
- Our core values (leadership, character building, caring, and inclusiveness)
- Past/Current service projects



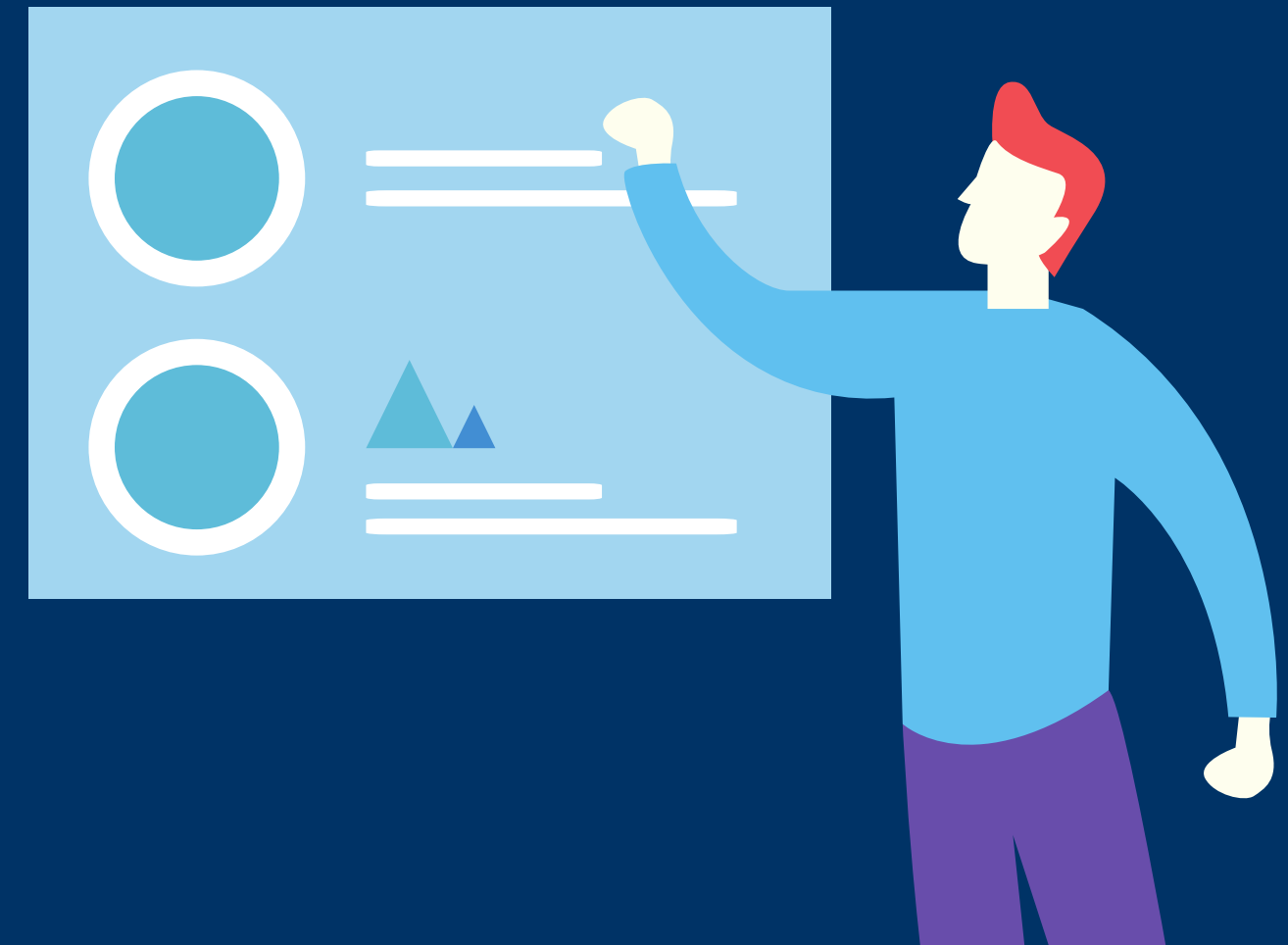
# Persuading Builders Club Members



Another important group is Builders Club Members. They have already shown an interest in volunteering and helping their community, so they would be perfect recruits! You could reach out to the teacher advisor for the club, and ask to present at one of their meetings.

## What to include in your presentation:

- The differences between Builders Club and Key Club
- The similarities between Builders Club and Key Club
- How to join
- When the meetings for your club are
- The possibility of moving from Key Club to Circle K
- Make sure to mention Key Club's values
- What traits they have shown as Builders Club members that would be useful in Key Club (dedication, kindness, etc.)







# Visiting 8th Graders

Find the magic and fun Informing current eighth graders of Key Club is very important! Those eighth graders will be coming to high school, and they will be looking for clubs to join! Informing them of the many benefits of Key Club may persuade them to join your club over a club that did not personally visit them.

## Presenting to the 8th Graders

The school you visit may let you present to their 8th graders in small groups or large groups. Either way, it would be beneficial to have a slideshow.

### What the slideshow should cover:

- What Key Club stands for
- The main service project your Key Club works on
- How to join your club
- When your meetings are
- The benefits of joining
- The extent of our organization (nationally and internationally)

# Visiting 8th Graders



## Asking Middle Schools to Let You Visit

In order to present to the eight graders, you will have to get permission from the middle schools. To do this, you could reach out to the principal or guidance counselors for the school. You can do so by finding their emails on the school's website or by asking your guidance counselors. Also, you could call the school and ask to speak to one of these people.

### Here is an example email:

Be sure to keep the email professional! It would be best to proofread the email, and ensure that all grammar is correct and formal.

**To: People at your middle school**

**Subject: Presenting Key Club to your 8th graders**

To whomever it may concern, we would like to present to your 8th graders. We are in the Key Club at ( insert high school's name here). Key Club is a wonderful organization and would provide many opportunities to your students. We would like to inform your students of Key Club and attempt to recruit them. Thank you for your consideration! Have a wonderful day!

Yours in service,  
Your name



# Social Medias

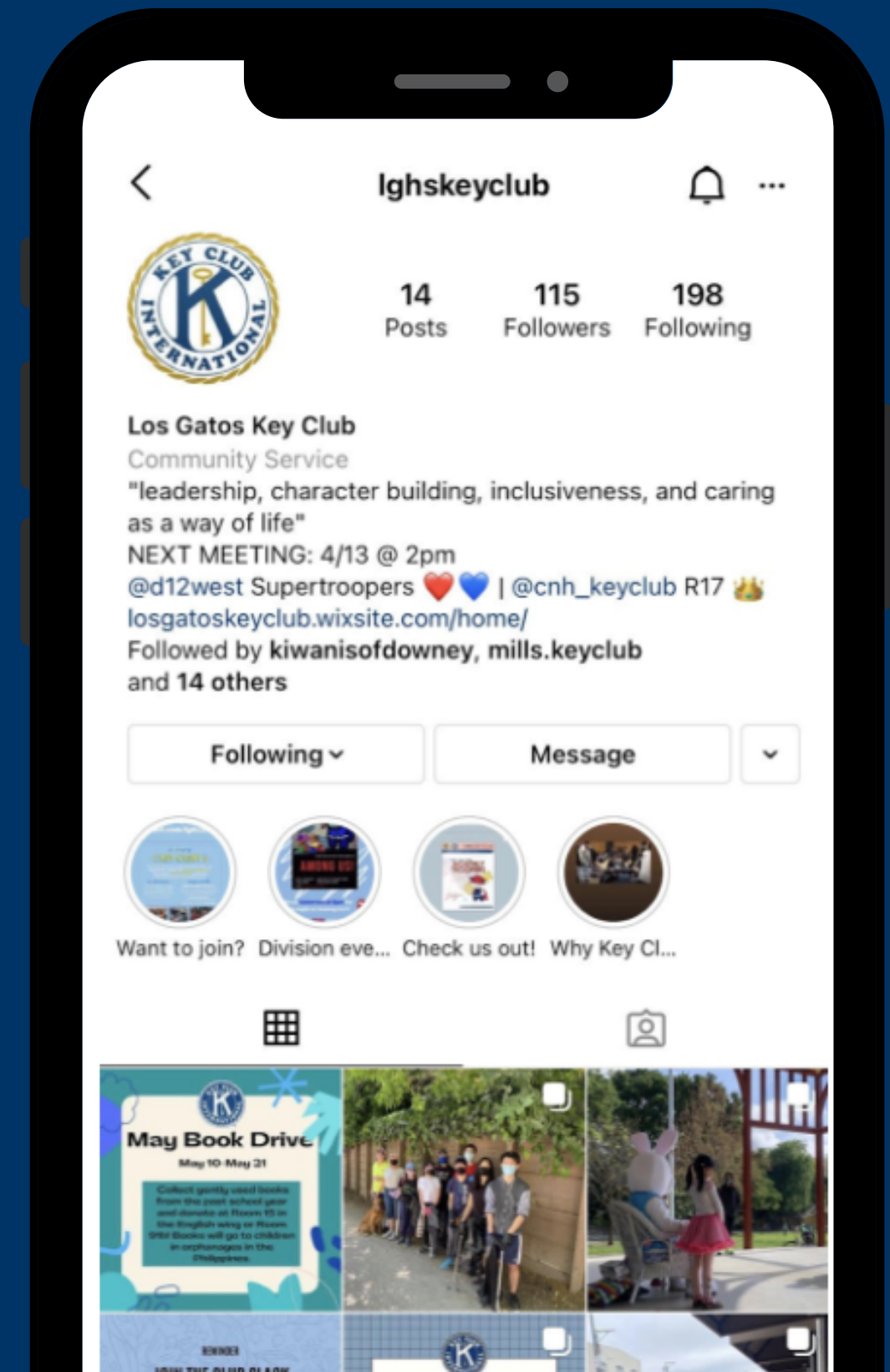


Social Media accounts are a way to reach students quickly and effectively. If used right, these accounts could be used to gain membership! The accounts are a fantastic way to showcase what Key Club is about! The accounts should be fun, interactive, and informative.

## Tips on what to post:

- Polls
- Instagram Takeovers featuring club officers
- Volunteering opportunities
- Pictures from club meetings
- Inspirational quotes to brighten your followers' days
- Posts promoting kindness

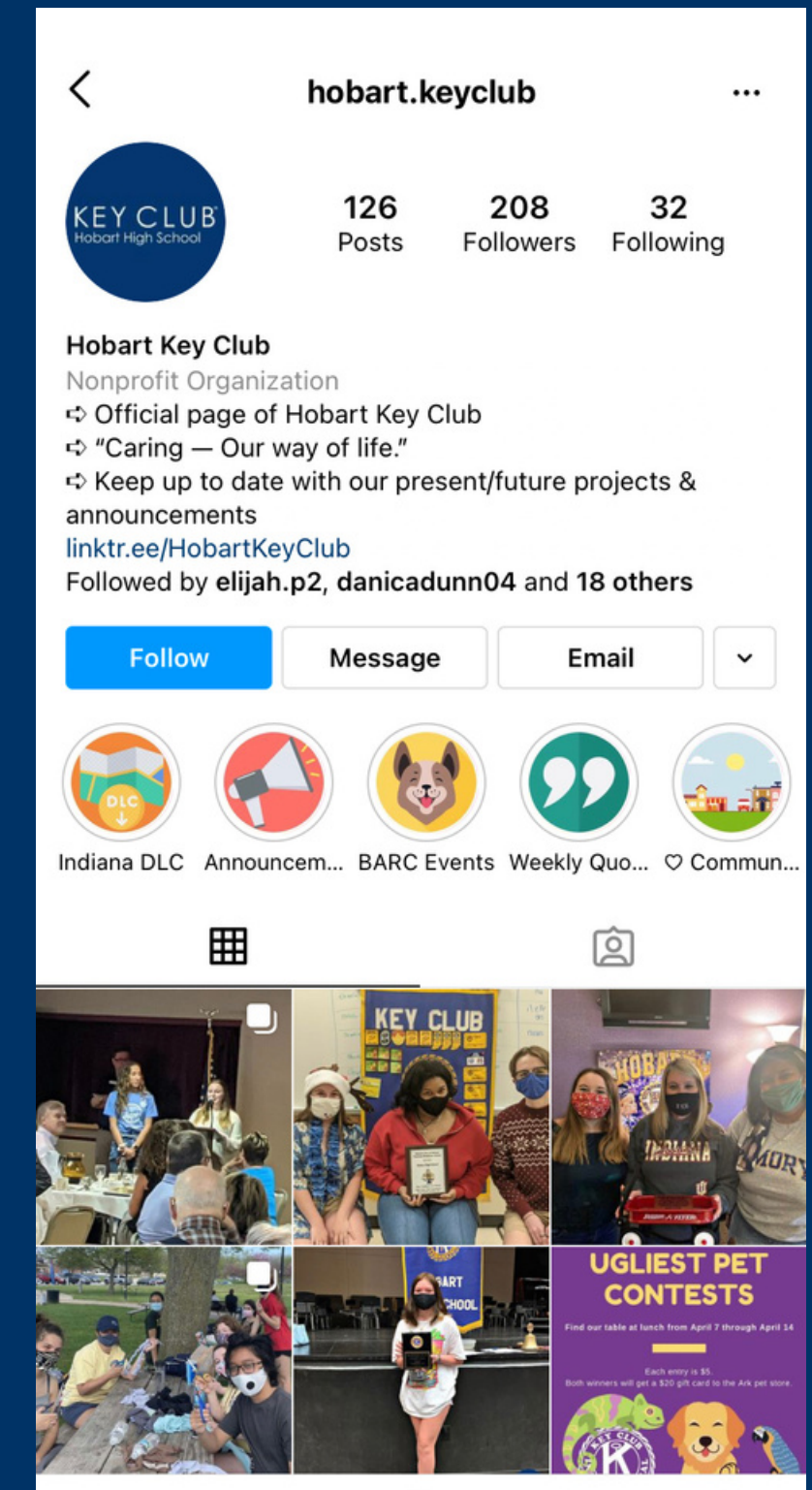
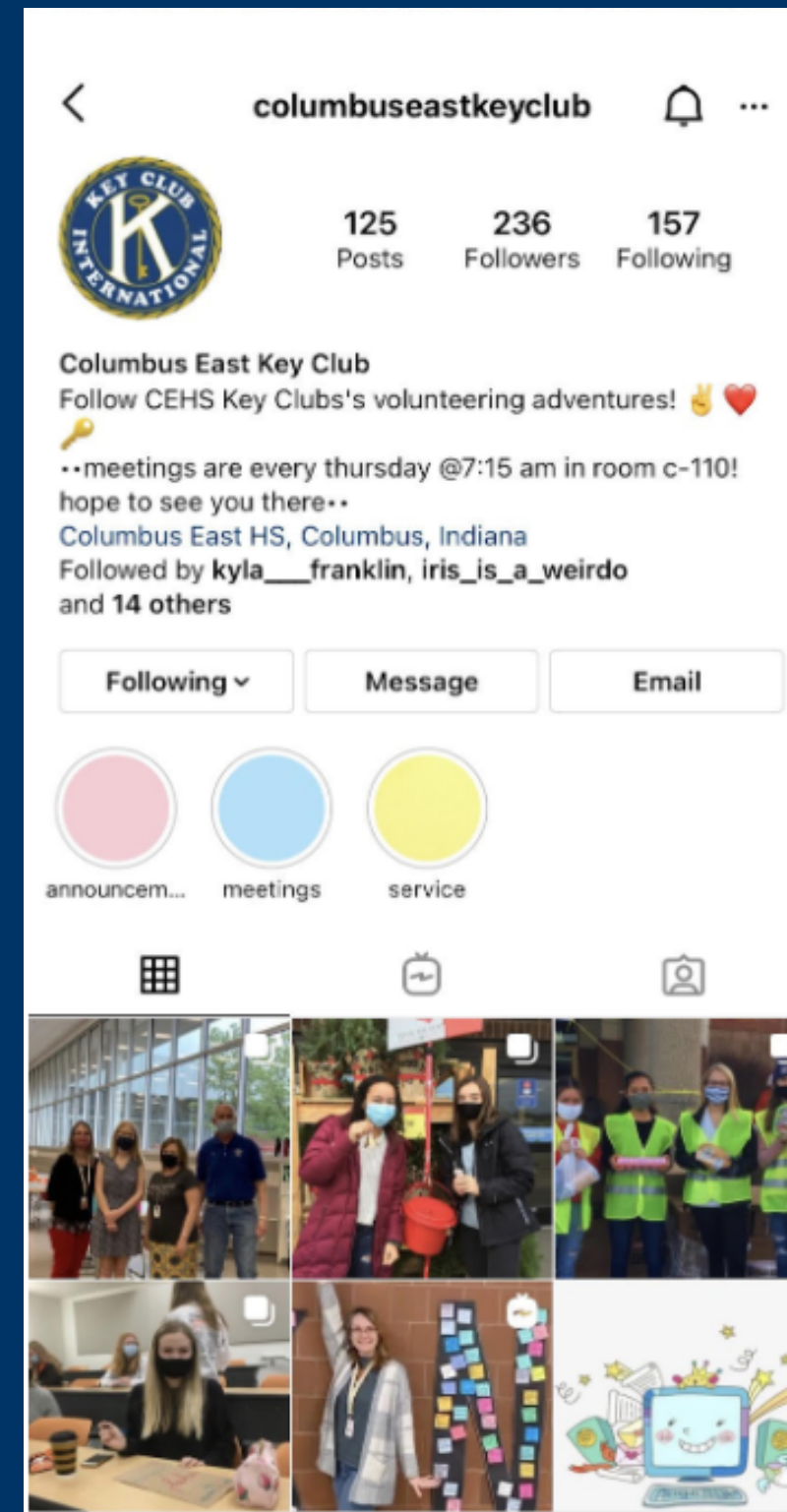
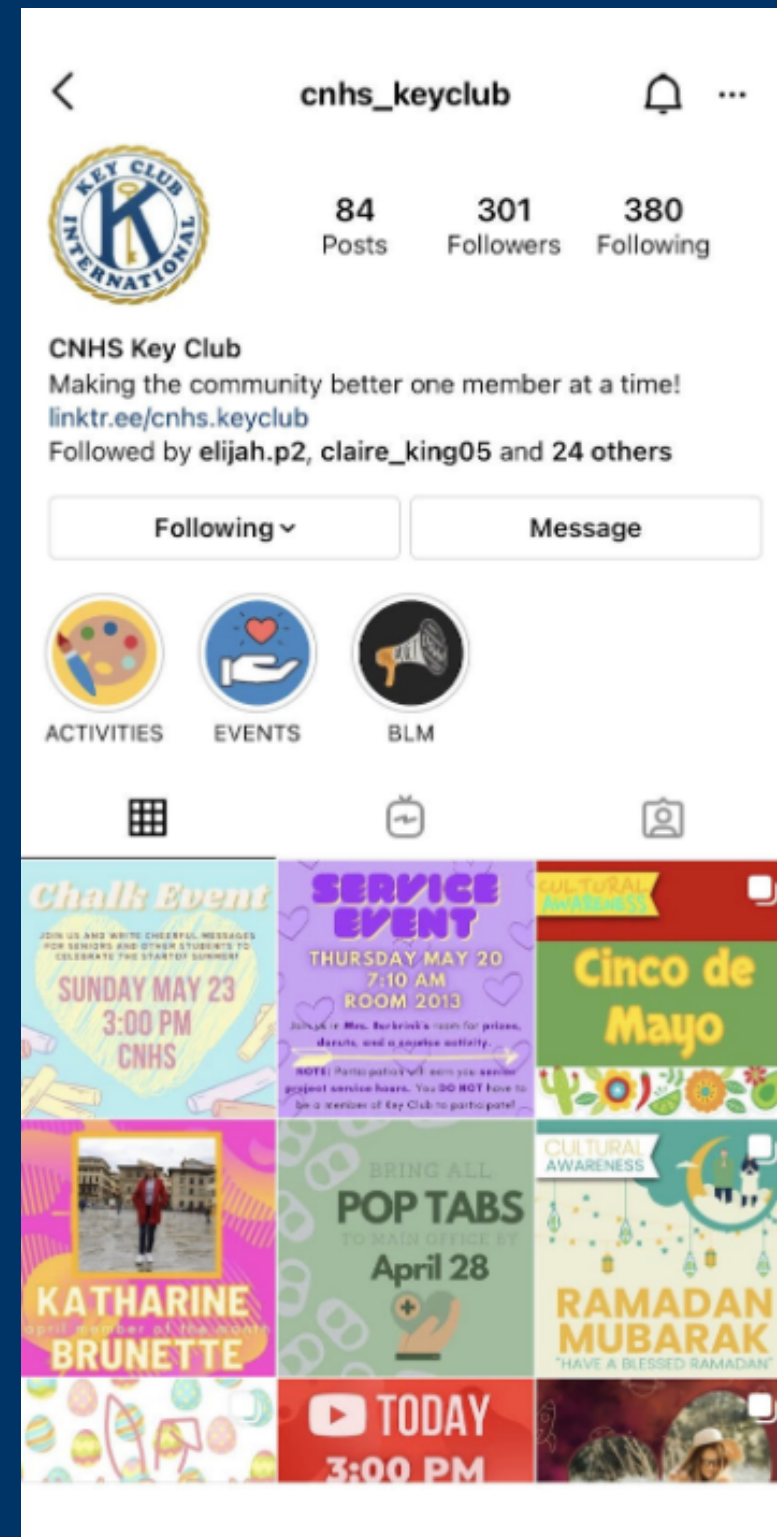
Here is an example of a club Instagram:



# Social Medias



## More examples of club Instagrams:





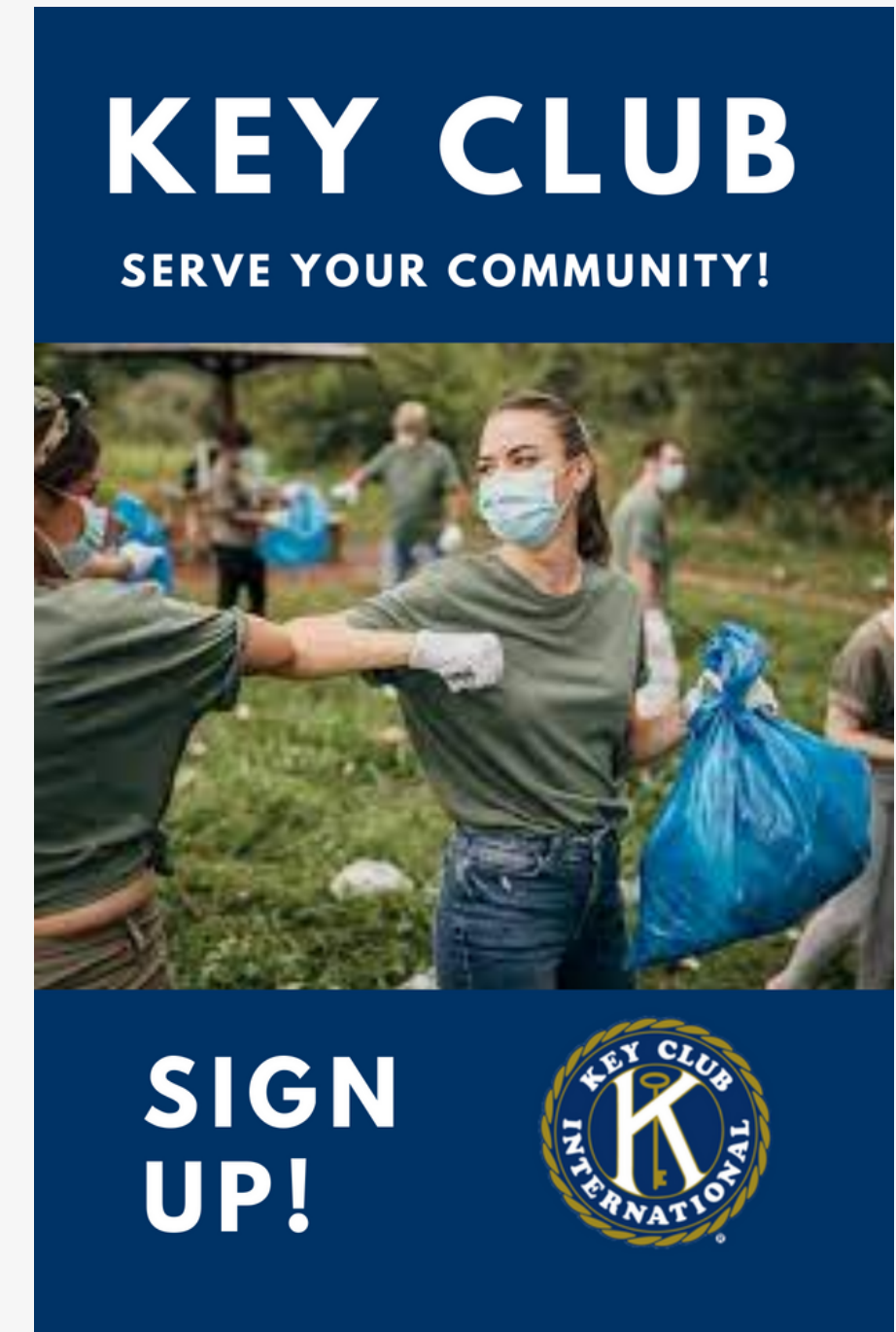
# Posters



Posters are an extremely useful recruiting tool. Students may see posters around school that make them curious enough to show up to a meeting!! Below are some examples of posters that you could put up.

## High populated places you could them are:

- Near water fountains
- In the cafeteria (maybe near the line)
- Next to classrooms
- In courtyards or large gathering areas
- Next to bathrooms
- Near entrances







# Using Your School Media



Lastly, do not be afraid to use the outlets that your school provides you. If your school has morning announcements, ask if you can go on one morning and show your Key Club pride! If your school has a newspaper, you could ask to have Key Club featured in that! If your school has a news show, ask to have a segment one week!

## School Media Includes:

- School newspaper
- School radio station
- morning announcements
- after school announcements
- School social media pages

## What to Talk About When Featured On School Media

If you get the chance to talk about Key Club on school media, do not be afraid! Just talk about what Key Club does in your community and urge students to join! You could talk about what Key Club means to you, or the difference Key Club makes in the lives of people in the community. You could mention the big service projects coming up, and touch on how much fun the service projects would be!