Recruitment and Retention:

The key to having a successful club is attracting dedicated members who are willing to serve to better the community. For this to happen, the club officers are instrumental in recruiting college students and keeping them as members after they have joined CKI.

Recruitment is a never-ending process because there is no such thing as a club with too many members. Also, a club has to be constantly looking toward the future to ensure it will have a solid foundation. Your club almost always will have turnover each year. The minimum goal is to replace those who leave so you will never have a decrease in membership. Remember, growing the membership will impact many other aspects of your club as well.

The best way to come up with recruitment ideas is for your board of officers or recruitment committee to brainstorm and develop plans based on what will appeal to students on the campus. The following are popular ideas for recruitment:

- Schedule a recruitment drive in the main building on your campus. Be sure to have members and officers on hand to talk to potential members. (Serving food is always an excellent way of getting potential members to the event.)
- Publicize recruitment efforts by putting ads in the school newspaper and on the campus television station.
- Ask members of similar clubs to join.
- Sponsor social events during the first few weeks of the semester.
- Ask professors to make announcements in class.
- Send out e-mails to your friends and classmates telling them you want them to join CKI with you.
- Ask other organizations on campus to advertise CKI at their meetings.
- Make announcements before/after your classes (with permission of your professor).
- Send out a letter to new students on campus, especially during the first weeks of school when they are deciding what they want to be involved in.
- Set up tables with information about CKI at all of the academic buildings or dining services. (Be sure to obtain permission from the proper administration.)

For more information and materials on recruitment, go to circlek.org and select “Literature.”

With so much emphasis put on member recruitment, it is easy to overlook member retention, which is just as vital to the success of your club. Once you have recruited members it is essential to keep them enthused and active. This can be accomplished in many different ways, from recognizing outstanding members, having socials for the current members, and giving members special roles in the club.

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